

TECHNICAL COMMUNICATION SKILLS

(As per the Revised Syllabus of Mumbai University
for B.Sc. Information Technology, Semester I, 2022-23)

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PREFACE

We are indeed very happy to present a copy of F.Y. B.Sc. IT Technical Communication Skills, Semester One textbook, as per the new syllabus designed by University of Mumbai, to be implemented from the year 2022-23. The syllabus of F.Y. B.Sc. Technical Communication Skills has been revised considering the needs of time. The globalisation has brought the world closer. English language has become the world language and it is a language of business and industry too. Mastering all the skills of the English language for general-purpose communication and for technical communication has become necessary in today's competitive world.

The main objective of the syllabus is to improve technical communication skills along with overall communication skills of the learners, i.e., listening, speaking, reading and writing skills in English language. The learners should be confident in using technical communication skills in English on various occasions. To fulfil the requirements of the syllabus, the book focuses on the functional aspects of English language. The book explores the theoretical dimensions of English language as fundamentals of Technical Communication, barriers to communication and non-verbal communication, seven C's of effective communication, active and passive listening and ethics in Business Communication. Further, the book deals with the practical implementations of technical skills. The book covers major technical skills and various exercises are given for the practice of these skills. Students should also note that the new pattern of evaluation will be 75:25.

The book focuses on advanced technical skills like conversations, meetings, conferences, team presentations, presentation skills, group discussion and interview skills with plenty of exercises to practice them. In the writing skills, emphasis is given on maximum aspects of business writing which includes business correspondences, business reports, proposals, resume writing and e-mail communication. The book also deals with communication across functional areas and creating and using visual aids. At the end of the book, two question papers are added for learners to have enough practice.

The focus of our endeavour was to facilitate the students who are located in urban as well as in rural areas, who require to use English language on various occasions. Efforts are taken to keep the language of the book simple and clear. The learners are expected to practice skills of language and develop habits of reading and writing in English effectively.

We look forward for any suggestions from our colleagues for improvements in our future work. At the same time, we would expect feedback from the students about the book.

We are indeed thankful and grateful to Himalaya Publications Ltd. for giving us the opportunity to write this textbook.

Mrs. Pranita Kamath
Dr. Mrs. Arundhati Barde

SYLLABUS

Annexure I

B.Sc. (Information Technology)		Semester – I	
Course Name: Technical Communication Skills		Course Code: USIT105	
Periods per week (1 Period is 50 minutes)		5	
Credits		2	
		Hours	Marks
Evaluation System	Theory Examination	2	75
	Internal	--	25

Course Objectives:

- **To recognise the importance of various types of communication in technical setup.**
- **To understand the dynamics in different forms of formal communication.**
- **To learn about active listening and the art of giving presentations and interviews.**
- **To learn the art of business writing and ethics in business communication across functional areas.**
- **To evaluate, analyse and interpret technical data.**

Unit	Details	Lectures
I	<p>Fundamentals of Technical Communication Introduction, The process of communication, Language as a tool of communication, Levels of communication, The flow of communication, Communication Networks, The importance of technical communication</p> <p>Barriers to Communication Definition of Noise, Classification of Barriers</p> <p>Non-verbal Communication Introduction, Definition, Significance of non-verbal, Forms of non-verbal communication, Types of non-verbal communication</p>	12
II	<p>The Seven C's of Effective Communication Completeness, Conciseness, Consideration, Concreteness, Clarity, Courtesy, Correctness</p> <p>Conversations Introduction, Importance of Business Conversation, Essential of Business Conversation, Conversation Management</p> <p>Meeting and Conferences Introduction, Purpose of meeting, Planning a meeting, Meeting Process, Leading effective meeting, Evaluating meeting, Planning conference, Teleconferencing</p> <p>Group Discussion and Team Presentation Introduction, Benefits of GD, Workplace GD guidelines, Functional and non-functional roles in GD, Improving group performance, Assessment of group discussion, Team presentation</p> <p>Email communication Introduction, Advantages of email, problems in email communication, email etiquettes, Techniques of writing effective email</p>	12

Unit	Details	Lectures
III	<p>Active Listening Introduction, Types of listening, Traits of good listener, Active Vs. Passive listening, Implication of effective listening</p> <p>Effective Presentation Strategies Introduction, Defining purpose, Analysing audience and Locale, Organising contents, Preparing outline, Visual Aids, Understanding Nuances of delivery, Kinesics</p> <p>Interview Introduction, Objectives, Types of interview, Job interviews</p>	12
IV	<p>Business Writing Introduction, Importance of written Business, Five main strategies of writing business messages</p> <p>Business Correspondence Business letter writing, common component of Business letter, Strategies for writing body of a letter, Types of Business letter, writing memos</p> <p>Business Reports and Proposal What is report? Steps in writing routine Business report, parts of report, Corporate reports and Business proposals</p> <p>Careers and Resume Introduction to career building, resume format, traditional, electronic and video resumes, sending resume, follow-up letters and online recruitment process</p>	12
V	<p>Communication across Functional Areas Financial communication, MIS</p> <p>Ethics in Business Communication Ethical communication, Values, ethics and communication, ethical dilemmas facing manager, strategic approaches to corporate ethics</p> <p>Creating and Using Visual Aids Object, Models, Handouts, Charts and Graphs, Text Visuals, Formatting Computer generated charts, graphs and visuals</p>	12

Course Outcome:

Learners will be able to,

1. Analyse, synthesise and utilise the process and strategies from delivery to solving communication problem.
2. Learn the communication methodologies at workplace and learning about the importance of team collaboration.
3. Learn about different technical communication such as presentations and interviews.
4. Understand and apply the art of written communication in writing reports, proposals.
5. Ground rules of ethical communication and MIS.
6. Understand the functions of graphs, maps, charts.

PRACTICAL

B.Sc. (Information Technology)		Semester – I	
Course Name: Technical Communication Skills Practical		Course Code: USIT1P5	
Periods per week (1 Period is 50 minutes)		3	
Credits		2	
		Hours	Marks
Evaluation System	Practical Examination	2½	50
	Internal	--	--

Course Objectives:

- **To express thoughts, feelings and ideas of learners by using features of MS Word.**
- **To articulate formal and informal reports.**
- **To analyse and interpret data and learn visualisation of data.**
- **To learn effective tools of presentation.**

1.	Use of word processing tools for communication.
a.	Use of various tools like spellchecker, header, footer, etc.
b.	Make formal and informal letters, creating resume.
c.	Designing brochures and flyers using templates in word.
2.	Writing reports, minutes of meeting, action plan.
3.	Use of spreadsheet for data interpretation and data analysis.
4.	Basic use of what if analysis using excel.
5.	Visual representation of data using excel – pie chart, line chart, bar chart, etc.
6.	Summarisation of data using pivot tables and chart in excel.
7.	Use of presentation tools like PowerPoint for communication and presentation skills.
8.a.	Basic communication covering the following topics: Meeting people, Asking questions and Design of questionnaire.
8.b.	Using netiquettes in online mode of communication using Zoom / Google Meet / MS Teams, etc.
9.	Use of Mail etiquette for writing effective mails.
10.a.	Use of Mail merge and its features.
10.b.	Creating profile using LinkedIn.

Course Outcome:

Learners will be able to:

1. **Use different forms of digital mediums for effective communication.**
2. **Create technical documents and format existing documents for effective communication.**
3. **Learn to use graphical tools for better visualisation.**
4. **Create business presentation effectively.**
5. **Visualise the data from pictorial representations.**

CONTENTS

Sr. No.	Chapters	Page No.
1	Fundamentals of Technical Communication	1 – 18
2	The Seven C's of Effective Communication	19 – 41
3	Active Listening	42 – 57
4	Business Writing	58 – 90
5	Communication Across Functional Areas	91 – 104
	Model Question Paper	105 – 106

UNIT - I

FUNDAMENTALS OF TECHNICAL COMMUNICATION

STRUCTURE

- 1.1 Introduction
- 1.2 The Process of Communication
- 1.3 Language as a Tool of Communication
- 1.4 Levels of Communication
- 1.5 Flows of Communication/Channels of Communication
- 1.6 Communication Networks
- 1.7 Meaning of Technical Communication
- 1.8 Importance of Technical Communication
- 1.9 Barriers to Communication
- 1.10 Non-verbal Communication
- 1.11 Types of Non-verbal Communication
- 1.12 Exercises

LEARNING OBJECTIVES

After studying this chapter the learner will be able to:

1. To understand the importance of technical communication, communication process and flows of communication.
2. To identify various types of barriers which are a part of communication process.
3. To understand the significance of non-verbal communication.

1.1 INTRODUCTION

Man is a social animal. Human beings need to communicate in order to survive in day-to-day life. In today's age of technological advancement, our communication methods have changed rapidly. In our personal, academic, and professional lives, we need to communicate in various situations whether it is interview, seminar, group-discussion. While appearing in the examinations we communicate by writing answers. The communication can take place through face-to-face mode, meetings, telephone, video-conferencing, letters or by sending emails.

The main objective of the communication process is the transfer of information and interchange of thoughts, ideas, opinions, and feelings. In order to be successful in today's world, a person needs to understand and master the communication process. The ability to communicate effectively is very much essential for the success in professional lives.

Communication has become a key concept in organisational activities, whether a person is an employer or employee, a consumer or a vendor, involvement in the communication process at workplace is essential. The communication at workplace happens through meetings, interactions among the employees, letters, emails, instant messenger apps, tele-conferencing, and video-conferencing.

1.2 THE PROCESS OF COMMUNICATION

The word communication has been originated from Latin language and the original word is 'communicare' means to share or to transmit. Here sharing means sharing of information, thoughts, ideas, and opinions between individuals. For effective communication process, there must be co-operation among the sender, receiver, and effective transmission of the messages. Let us learn the process of communication and its features.

The following are the components of the communication process.

1. **Sender or communicator:** Who initiates the communication process by sharing his/her ideas, information, feelings, thoughts, or opinions.
2. **Receiver or communicatee:** To whom the communication is intended. Without receiver, the communication will not start.
3. **Message:** It could be some information, thoughts, ideas, feelings, facts, and opinions etc.
4. **Encoding:** It is a method of forming a message by selecting suitable symbols or words or set of 'code' to transmit the message. The process of 'encoding' involves many actions which include selecting and organising the information in such a way that the receiver will be able to understand the message.
5. **Channel or Medium:** It could be any form to send the message across. It could be verbal (oral and written), non-verbal (without words) or visual methods of communication.

6. **Decoding:** It means to understand the message or interpret it. The skills of decoding depend on the person's age, past background, level of education and culture.
7. **Feedback or Response:** It is a very important aspect in the communication process. It is a sign that the message is received and understood properly. The receiver provides the feedback. It could be verbal or non-verbal, positive, or negative, immediate, or delayed. But is very much essential because without feedback, communication is incomplete.
8. **Noise or Barriers:** It could be any factor which can disturb the communication process.

The communication process begins when the sender develops the 'need' to share the message. The intended message is converted into certain symbols or codes so that it can be transmitted easily. This process is called 'encoding.' Here both the sender and receiver follow same 'code.' Code can be language or any set symbols for transmitting the message. This message is transmitted by the sender by using a channel or medium which suits to both the sender and the receiver. The channels can be any form of the message which is available to both. It can be verbal (oral and written) messages or non-verbal (e.g., body language, gestures, facial expressions, and silence etc.) Even the speaker can use visual means of communication (pictures, signs, symbols, or colours) or take help of audio-visual devices.

The intended message is sent to the receiver. The receiver receives the messages. The receiver needs to 'decode' the message means to absorb, understand, or interpret the message. When the set of symbols or signs used by the sender are interpreted by the receiver, it is called 'decoding.' After decoding, the receiver is expected to give feedback or response to the sender indicating the message has been received and understood properly. Then the first round of communication is over. This process repeats itself several times. That is why it called 'Communication cycle.' There could be some factors such as 'Noise' or 'Barriers' which could disturb the process of communication e.g., noise of traffic or use of difficult words in conversation or interpersonal barriers can create obstacles in the communication process.

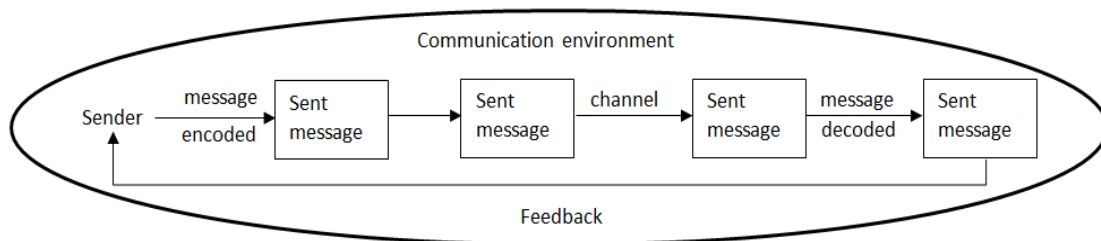


Fig. 1.1: The Process of Communication

Communication is a complex process which involves the set of many processes. Communication is constant, on-going, and dynamic process which has many objectives to fulfil. It is centered around all human actions. It is a two-way process where minimum two persons are involved. It involves many intrapersonal and interpersonal skills such as listening, speaking, observing, reading, interpreting, analysing, writing, evaluating, and responding.

1.3 LANGUAGE AS TOOL OF COMMUNICATION

Human beings can use language as a tool of communication. Languages have evolved in course of time and we use language for expressing our thoughts, ideas, views, and opinions. Words are means of expressing our messages. We communicate by sending oral and written messages. We can communicate with the help of spoken words and we can also use visible means of expression e.g. script in written communication. Though many languages in the world do not have script, they serve as a mean of communication.

Words are symbols which carry certain meanings and, in a group where language is shared, people of that group accept the meanings of the words. It is accepted fact that an effective communicator can use language effectively. So, we must study the characteristics of language as a tool of communication.

- [A] **Language is artificial:** It means words are ‘created’ for our needs and we assign meanings to them. Various words and terms are evolved and newer words are coined to indicate new objects or concepts. So, language is called artificial and it is not natural. The words such as ‘computers,’ ‘Internet,’ ‘pen-drive’ and ‘wi-fi’ were invented recently and they were not used in the nineteenth century.
- [B] **Language is an abstract concept:** It means language represent the generalised ideas or things or thoughts e.g., we use the terms such as pens, pencils, erasers, papers for various objects used for writing purpose. We can also use a word ‘stationery’ for all these items. This happens when we are associating meanings to various words and we expand the range of meanings.
- [C] **Language is creative:** Every year thousands of words come into existence. The new words are added or ‘created’ as per the requirements of various professions or sciences. Many words are borrowed from foreign language and these words are accepted into another language. At the same time many old words change their meanings in course of time. Some words which are liked by the people are added into usage. This is called ‘neologism.’ e.g., the words such as ‘crowdfunding,’ ‘catfish’ or ‘snowflake’ are used in social media and these are old words and the meanings of the words have changed in course of time.
- [D] **Language has limitations:** Many times, words cannot express meanings fully. There are limitations to the words because many feelings and emotions cannot be expressed only through words. It happens because we translate our feelings or thoughts into language and some meaning is lost in the process. So, we need to use many non-verbal clues such as gestures, facial expressions, and paralanguage while we communicate to supplement our thoughts and feelings.
- [E] **Language is arbitrary:** It means there is no direct relationship between a word and the object it represents or symbolises. We assign meanings to the words e.g., when we use a word ‘pen,’ we can visualise an instrument or a device useful for writing on a paper. In the language learning process, we learn maximum words and we assign meanings to them. At the same time meanings of many words have changed in course of time.

Thus, language plays a very big role in our life. It helps to express our thoughts, emotions, feelings, observations. It helps in describing the places and experiences. It helps in creating our identity. It is a strong mean of oral and written communication. Language is dynamic as it keeps on changing. If we can learn how to use language effectively in oral and written communication, we can certainly be better and effective communicator.

1.4 LEVELS OF COMMUNICATION

Human Communication takes at various levels.

1. **Extrapersonal level:** Communication between human beings and animals is known as extrapersonal communication. e.g., the way our pet dog or cat express their joy with by various actions and sounds when we return home from college or work is an example of extrapersonal communication.
2. **Intrapersonal Level:** Communication with our own self is known as intrapersonal communication. We keep communicating with our own self continuously and then perform all kinds of tasks.
3. **Interpersonal level:** Communication among the people is called interpersonal communication. This communication is very dynamic and it is two-way process. It could be formal or informal. A lot of information, thoughts, ideas, and feelings are shared in this communication.
4. **Organisational level:** Communication is a continuous activity in every organisation and it is carried out in various departments/sections with all the internal and external people associated with it. Communication at the organisation level takes place at two levels.
 - [A] **Internal Communication:** Communication between the management or the authorities and the employees is an internal communication. All activities in the organisation involve internal communication.
 - [B] **External Communication:** Communication with all the external stakeholders such as clients, customers, shareholders, bankers, government agencies etc. is called external communication.
5. **Mass Communication:** Communication with masses with the help of many mass media such as newspapers, radio, television, and books etc. is known as Mass Communication. As this communication addresses large audience, it could be impersonal and anonymous. It could be persuasive and all the types or oral and written methods of communication are used in Mass communication.

1.5 FLOWS OF COMMUNICATION/CHANNELS OF COMMUNICATION

Channels are directions or pathways used to transmit the messages. Every organisation has certain channels or pathways for sending messages. Internal communication is a constant activity in the organisation. This communication can be **formal** or **informal**.

1. **Formal Channels:** Internal communication can be called formal when official messages are sent in a planned and systematic manner. Formal channels of communication are based on the hierarchy i.e. level of authority. This communication is carried out between the higher authority to the subordinates or lower-level staff or between the lower-level staff [subordinates] to the higher-level authority [superiors] or across the same level of authority.

All kinds of work-related communication are related with the formal channels e.g., when a manager is training and instructing a newly joined employee, it can be formal communication. All kinds of policy decisions, instructions, orders, and information transfer related to business is called formal communication. The following are major flows or channels used in the formal network.

- [A] **Downward Communication** (↓↓↓): When messages are sent from the higher authority to lower-level staff [subordinates], it is called downward communication. This is an important network of communication exists in every organisation. All kinds of instructions, work related information, orders etc. are passed by the higher authorities. The important policy decisions are conveyed through these channels to the subordinates. This communication can be conducted by face-to-face interactions, meetings, notices, memos, letters, and emails.
- [B] **Upward Communication** (↑↑↑): When the lower-level employees communicate with the authorities, the communication flows in upward direction. Employees need to communicate with the higher authorities by reporting, giving feedback related to the work assigned or completed, or giving review of the work situation etc. Many organisations implement suggestions schemes for the employees, where they can give valuable suggestions for improving work. Even the grievances or the complaints of the staff are heard and solved. This communication helps in healthy interaction among the staff members and the authority and it encourages employee participation.
- [C] **Horizontal Communication** (↔): When the employees at the same level of authorities communicate with each other, lateral or horizontal communication takes place. This communication is very much essential in bridging the gap across the employees. It develops cooperation among the staff in problem solving.
- [D] **Diagonal or Crosswise Communication** (X): When the employees communicate beyond their reporting levels across the organisation, it is called diagonal communication or crosswise communication e.g., when a manager of accounts department communicates directly with the senior manager or an IT department for solving some major problem, it can be called crosswise communication. It is beyond the reporting standards. The exchange of emails across the departments is an example of crosswise communication. It is quick and efficient and very useful in decision making and problem solving. At the same time, it can create misunderstanding and ego issues among the higher authorities if employees communicate directly with the other departments without consulting with the higher staff.

- 2. Informal Channels:** Along with the formal messages, many informal messages are shared among the employees. This constant sharing of information about the organisation, about the important happenings, about the other employees, sharing of opinions and expressions, is also part of communication. But it is informal network, where employees pass very vital information. Many times, a lot of information, truths, half-truths, rumours, or hearsay, gossips are shared among the employees e.g., news about the merger or acquisition or employee retrenchment are shared very quickly. This is called grapevine channels that exists in every organisation.

Grapevine channels spread information very fast. This communication network is useful as it can support the employees and gives vent to many feelings and emotions, but sometimes the false or wrong information about the organization can damage the image of the organization. It can also impact the morale of the staff. So, it is important to handle the grapevine channels very carefully.

1.6 COMMUNICATION NETWORKS

When information flows through vertical and horizontal channels, a variety of patterns emerge. These are called communication networks. There are two major networks of information sharing is observed in every organisation.

1. Formal Network Patterns

There are five common communication networks exist in formal networks.

- [A] **Chain Network:** When messages flow in upward or downward directions, this network is observed. This type of network is observed in direct line of authority communication without any deviation.

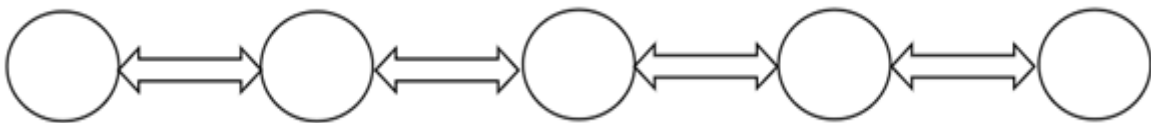


Fig. 1.2: Chain Network

- [B] **Y-network:** In this network, a combination of horizontal and vertical flow of communication is observed. If the Y is turned upside down, two subordinates are seen reporting to the senior officer and above that officer, there are two more in the line of authority.

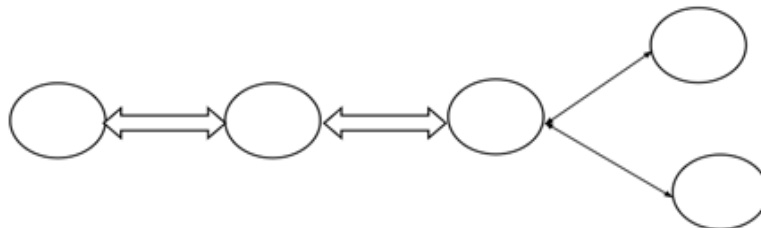


Fig. 1.3: Y-Network

- [C] **Wheel Network:** Here several subordinates report to a superior. It combines the horizontal and vertical flows of communication. Here all the subordinates are of equal rank and they directly report to the superior and there are no direct interactions between them.

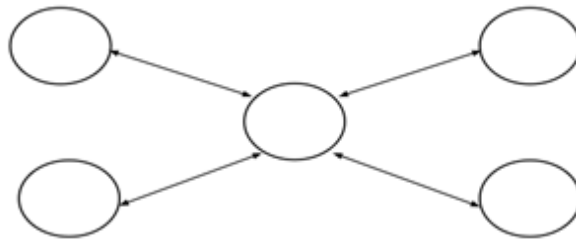


Fig. 1.4: Wheel Network

- [D] **Circle Network:** In this network, the employees interact with adjacent member but no further communication happens here. There is vertical communication between the superiors and subordinates and horizontal communication between the lower-level employees.

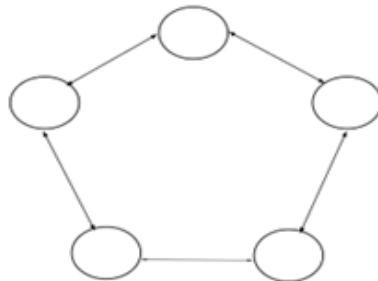


Fig. 1.5: Circle Network

- [E] **All-channel Network:** Here open and free communication is observed among all the employees. The formal hierarchy or level or authority is not observed and everybody's views are equally and openly shared.

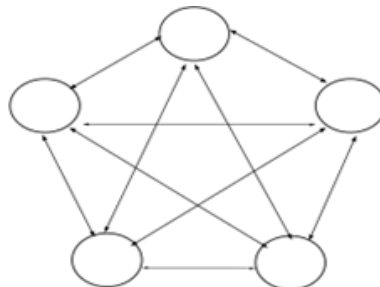


Fig. 1.6: All-channel Network

2. Informal Network Patterns

The following are the major patterns of informal communication. These patterns are used in grapevine network of communication.

[A] **Single Strand:** Here messages are passed from one person to another.



Fig. 1.7: Single Strand

[B] **Gossip:** In this network, one person passes information to all.

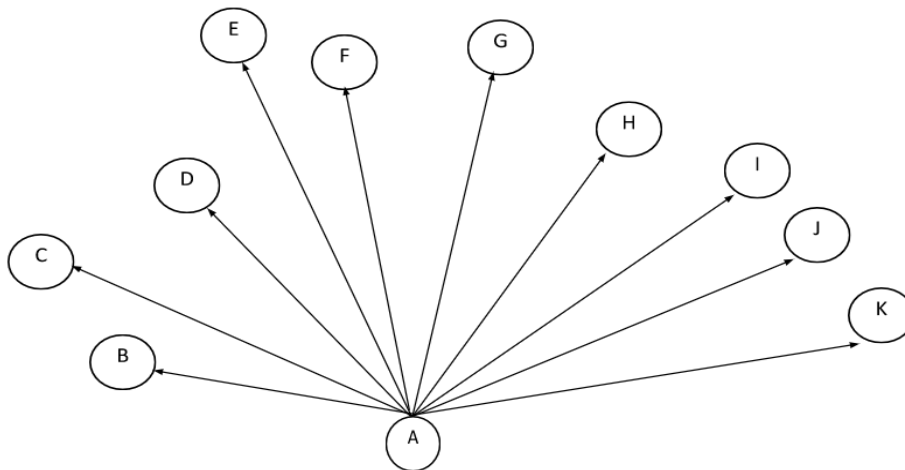


Fig. 1.8: Gossip

[C] **Probability:** In this type of network, each person tells others at random.

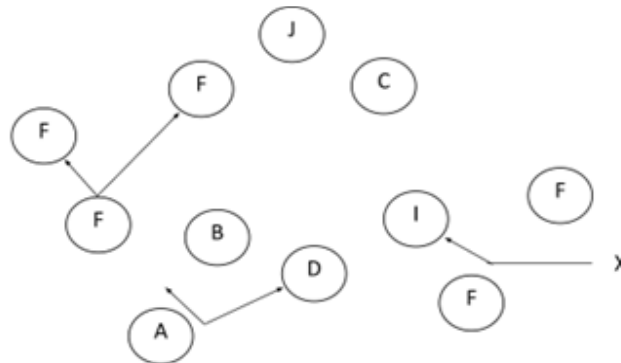


Fig. 1.9: Probability

- [D] **Cluster:** This is the most popular pattern of communication. The information flows from some people to a selected few of the others.

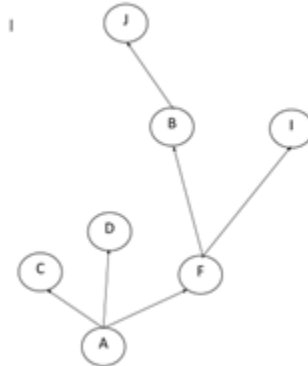


Fig. 1.10: Cluster

1.7 MEANING OF TECHNICAL COMMUNICATION

Communication is an integral part of our day-to-day life. In business or at workplace all the activities are related to various types of communication. Messages which are non-technical or informal in nature are categorised as general-purpose communication, whereas messages related technical, industrial, or business matters belong to the category of technical communication. It is oral and written communication for and about business and industry. It focuses on products and services specially how to manufacture them, market them, sell them, deliver them, and use them. It deals primarily with managers, supervisors, colleagues, subordinates, vendors, and customers.

1.8 IMPORTANCE OF TECHNICAL COMMUNICATION

Communication plays a very important role in every organisation whether it is a business, a factory, or an academic organisation. All activities related in the organisation involves communication, whether it is planning, recruiting, production, sales, marketing, or human resource management. Effective technical communication helps in smooth delivery of the messages and flows of the information in the organisation. The information can reach to the customers, clients, employees, and other publics with the help of various channels. The higher authorities and the managers should practice the effective communication methods and encourage the employees to communicate clearly, concisely, and accurately. So proper training is required for the employees for the effective communication.

An employee is expected to communicate effectively in every job, whether it is a job of a technician, programmer, or an accountant. To be successful in the job effective oral and writing skills are necessary which involve public speaking, presentation, effective letter, report, and email writing skills. Effective use of Instant Messengers, blogs and social media applications is also necessary. Technical communication covers all these aspects of communication.

1.9 BARRIERS TO COMMUNICATION

Definition of Noise: Whenever we communicate, we may observe that many times our messages do not reach to the other person as we expect. There can be many obstacles in the process of communication. This happens because of 'Noise.' Noise is defined as any obstacle that can hinder or disturb the process of communication.

Noise can bring distortions in the communication process and the meanings of the messages can be altered. Noises can be classified as a) channel noise and b) semantic noises. The examples of channel noises can be faulty telephone lines, defects in mic during the meeting, traffic noise which can disturb conversation or failure of network etc. The semantic noise is related with the errors in the message itself. Sometimes the receiver may misinterpret the meanings of the message because the words can have multiple meanings. While writing a message, ambiguous sentence structure, faulty grammar, misspellings, and wrong punctuation can create misunderstanding. Noise is also known as barrier which is a part of communication process.

Barriers to Communication

A barrier can be any factor which can interrupt the communication process. The external factors in the environment, language and mental states of the sender and receiver can create barriers. The social conditions or cultural differences of the sender or receiver can create barriers. Even there can be some barriers exists at the organisational level. So, barriers can be of various types. Barriers are categorised into major five types.

- [A] Physical Barriers
- [B] Semantic or Language Barriers
- [C] Psychological Barriers
- [D] Socio-Cultural Barriers
- [E] Organizational Barriers

Physical Barriers to Communication

Many times, we observe that while travelling in train or bus we cannot hear what the other person is speaking on phone because of noises in the surrounding. In factories the heavy sounds of machines can cause disturbances or obstacles while speaking with each other. The barriers exist in the environment or surrounding are called the Physical Barriers. These barriers can disturb the oral or telephonic communication. The following are the examples of the Physical or Environmental Barriers.

- [A] **Noise:** Noises of the traffic, machines in factory or heavy noises caused due to taking off and landing of planes can disturb people around. The poor sound system or mic can create troubles in the meeting or large gathering.
- [B] **Defects in Instruments used in Telecommunication:** Defects in instruments such as telephone connections, dead telephones, or lack of Wi-fi connection because of technical issues, jamming of Mobile network, loss of Internet network due to weather or satellite issues etc. are the examples of physical barriers.

- [C] **Time Barriers:** As the earth is round and it rotates around itself, different time zones are observed in the world. We need to adjust with the time zones of other people located in other countries or part of the world due to Time barriers. This is a purely physical barrier.
- [D] **Weather conditions:** Extreme rainfall, draughts/floods, extreme cold climate or extreme climatic conditions such as cyclone can cause various physical barriers to reach the message at its destination.
- [E] Physical Distance between the people can cause the barriers as it is not easy to overcome the distances.

Semantic/Language Barrier to Communication

Language is a tool of communication. We use language to express our thoughts, feelings, or emotions. But languages spoken around the world are not the same. It may happen that same language e.g., English language can be spoken differently or it may have different words or pronunciations region-wise. Due to differences in pronunciation, accents and usages of words, language barriers are observed.

Semantic means the meaning of the words. The words carry different shades of meaning. The word 'Water' can have different purposes or meanings across the cultures. It may happen that the receiver may misunderstand or misinterpret words used by the sender. Semantic barriers are also part of language barriers

It is said that language changes after four miles. Geographically the vocabulary of the language and pronunciations style changes from region to region.

The unfamiliar languages can create barriers in the minds of the users. At the same time limited vocabulary or knowledge of the words can cause barrier in the minds of the listeners.

Homophones or words which have similar pronunciations but the different spellings e.g., bear-bare, principal-principle, see-sea etc. These words can create confusion while writing.

The use of jargon words can cause confusion in the minds of the common reader. Jargons are special terms or technical words used by the professionals such as doctors, lawyers, or engineers and these terms can confuse the receiver. The use of slang words or inappropriate words should be avoided while communicating. The bye-passed instructions or use of short cuts can confuse the receiver.

Psychological Barriers to Communication

Psyche means mind. The process of the communication begins in the mind when the sender develops the need to communicate. After encoding, the message is sent to the receiver by using certain channels. Many times, barriers arise in the minds of the sender or receiver. The barriers which exist in the minds of the sender or the receiver are called psychological barriers. These are interpersonal barriers. The following are the major psychological barriers.

- [A] **Perception [Differences in the perception]:** It has been observed that many times the same speech is heard by many people or same picture is observed by many, but different people may have different perceptions or opinions about that. Every person is unique with different background, experience, knowledge, or viewpoint. Age and socio-economic differences also cause different perceptions.

- [B] **Inappropriate emotions:** Emotions are required for healthy mind. But excessive emotions such as too much of anger can create hindrance or barriers in the communication. It can lead to arguments or illogical discussions.
- [C] **Prejudice:** Many times, we have certain ideas or opinions about some people/community. This can lead us to reject some people or ideas. This leads to misunderstanding or developing negative opinion or emotions before meeting or knowing someone. Prejudice is also called bias.
- [D] **Closed Mind:** It has been observed that people do not accept new ideas, technology, or new concepts easily. There is a tendency to reject or ignore the information which is contrary to one's belief. Lack of open mindedness can stop a person to learn new ideas.
- [E] **Ego:** This prevents from learning new ideas or accepting new things. Ego baggages can create a feeling of supremacy or superiority.
- [F] **Distortion:** It has been observed that many times we accept the message the way we want. Even messages are changed or distorted as per the convenience of the sender while passing. This is called Perceptual Distortion. This is a very big barrier in the communication.
- [G] **Self-Image:** Every person has an image of himself/herself. This image can be about how one thinks about oneself. This image is a result of childhood experiences and one's experiences about life. The positive self-image will lead to acceptance of world positively. At the same time negative self-image can lead to avoidance of the world or external factors. Self-image can act as barrier in the absorptions of the messages.
- [H] **Lack of interest:** Many times, the listener gets tired or uninterested in the listening of the messages. This can lead to day dreaming.
- [I] **Halo or Horn Effect:** We tend to like or dislike some people. This leads to either accepting everything a person does/speaks [Halo effect] or in case of dislike rejecting everything that person does/speaks. [Horn effect] This is also a big psychological barrier.

Cultural Barriers to Communication

Apart from the above-mentioned barriers, there are some barriers arise due to differences in the culture. Culture is a way of life. Our traditions, beliefs, religious practices, languages, concepts of space and privacy, clothing styles and different ways of preparing and serving food are part of our culture. Every nation has its own culture. When people belonging to different cultural background mingle with each other, cultural barriers may arise. These barriers are perception barriers means how do we judge people or evaluate them depends on our cultural background. Due to differences in the cultural background some misunderstandings can be take place.

Due to globalisation and growing trade/ business practices people around the world are visiting various countries for education and work purpose. Various jobs are available in multinational companies. When Indians visits different countries, they face various cultural barriers. Let us learn what are the major cultural barriers observed around the world.

- [A] **Ethnocentrism and stereotyping other cultures:** It is human tendency to believe that one's culture is supreme. Due to this we tend to reject other's culture or values. There is a tendency to stereotype other's cultures. For example, some people believe that Eastern or Indian culture is supreme or has all the positive qualities. The same people cannot accept good qualities in the Western cultures.
- [B] **Contextual Differences:** Social scientists believe that there are two types of cultures, High Cultures and Low Cultures. High cultures rely on non-verbal communication and environmental setting to express meaning. Laws in high culture are perceived more flexible. Low culture relies on more written rules, agreements, or laws. It is believed that Arabs, Chinese, Japanese, Spanish and Italian belong to high culture. Whereas British, American, French, and German belong to low culture.
- [C] **Concepts of Ethics:** Ethics guide us in deciding what is right and what is wrong. Every society has its own standards of ethics. Concepts of ethics and personal integrity change from culture to culture.
- [D] **Social Differences across the Cultures:** The differences are observed with the attitude towards the hard work, material wealth or concept of success. Every culture or society has its own way of thinking.
- [E] **Mannerisms and Etiquettes:** The differences are observed in mannerisms and rules of behaviour. In Western countries people maintain a distance between the personal and professional life. The questions relating to marital status, sexual choices or no. of children are not asked and considered impolite.
The methods of serving food across the world are not similar. The dining etiquettes or manners regarding treating women or women employees are not same. The dress sense or concepts of formal or informal dresses change from culture to culture.
- [F] **The concept of Time:** Punctuality and respecting other's time is observed in Western countries. In India mostly the trend is against the punctuality.
- [G] **Openness and Inclusiveness:** Some cultures are open to new thoughts or ideas. The open attitude towards the other cultures in terms to racial identity, religious practices, colours, sexual choices etc. is essential. Some cultures are rigid in such terms.
- [H] **Non-Verbal Differences:** Body language or non-verbal gestures such as eye-contact, body postures, gestures, and posture convey many things. But all cultures do not show uniform body language. The Indian greetings or Namaste differ from the Japanese method of bowing down. The differences are observed in shake hand methods, facial expressions, eye contacts, touch, posture etc. Even people do not follow the uniform distance in personal conversations. Indians or Arabs do not follow strict rules of physical distance and observe less distance. Most of the Europeans or Americans believe in privacy or maintaining distances.
- [I] **Age and Gender Differences:** Age-wise differences and respect for the age differ from the culture to culture.
- [J] **Religious Differences:** Around the world various religious practices are observed. The patterns of dresses and colours of costumes represent our religious practices.

Organisational Barriers

Barriers in communication can arise at the level of the organisation also. Many times, due to too many levels of hierarchy or level of authority, the information does not reach properly in the downward communication. It can get filtered or gets diluted in the process of reaching to the lower-level staff members. This happens due to too many 'transfer points' of the information. In upward communication, the junior staff sometimes tries to hide the vital information or distort the information to save themselves.

Many times, supervisors tend to hide the important information of the lower-level staff or their matters or do not share the suggestions given by the subordinates. There can be a tendency to take credit of good suggestions as of his/her own. This kind of filtering of the information can lead to barriers in communication. The employees sometimes are in awe or have fear for their managers or supervisors. This can lead in hiding the information from the superiors or unpleasant news are not transmitted immediately. Too much of the information sent in downward communication can get lost or it gets mixed with unrelated information. The receivers can get bored or exhausted in the information receiving process.

1.10 NON-VERBAL COMMUNICATION

Introduction: Communication can be classified into verbal and non-verbal methods. Whenever we use words to express ourselves and for sending the message, we use verbal methods. Verbal methods are classified into oral and written communication. When we communicate without words, we are using non-verbal method of communication.

Definition: The non-verbal communication is process of sending the information or the messages without using the words, or use of oral or written language.

We use various methods for conveying our feelings or emotions such as body language, expressions on our face, through smile, paralanguage, the way we dress up, use of sign language, through touch or space, by remaining silent and with the help of visual communication such as colours, signs, symbols, pictures etc. But it is important to note that many times, we are not aware that we are communicating by using non-verbal clues. Non-verbal messages can be intentional or unintentional.

Significance of non-verbal communication: Non-verbal communication can be very useful and it can serve many purposes. It can be useful for creating impression. It can serve to express emotions or send messages which can build and develop relations among the people. Many times, non-verbal clues can show dominance or power of position e.g., a bone-crushing handshake can show dominance over the other person.

During the group communication, non-verbal communication plays an important role. During the interview or the presentation, the importance is given to the body language, dressing and overall appearance of the candidate or the presenter. The body language and posture of the candidate in the interview speaks about the confidence or the nervousness of the candidate and it creates a positive or negative impression on the other party. A well-dressed person can create positive impression by exhibiting a positive body language with appropriate eye-contact with others. A smile can connect with other people and it can lead the conversation. Positive and cheerful facial expressions can cheer the listeners or receivers during the interaction. At the same time, shabby dresses, gaudy colours of the dress and body odour can create negative impression or sometimes it can repel the other person.

We should understand the significance of the non-verbal communication because these messages are very subtle, instinctive, and natural. Proper understanding of these messages is essential as these messages exhibit the truth. Many times, non-verbal messages support and supplement the verbal methods of communication as words do have limitations. Non-verbal communication plays a crucial role in creating impact and impression on others. It supplements the verbal communication when the words are not sufficient to express things. At the same time, non-verbal communication has its own existence in our day-to-day life. Professor Albert Mehrabian has stated the importance of non-verbal aspects of communication in his well-known model of communication. According to him when we communicate, 7% of the feelings and attitudes are expressed through the words while speaking. Whereas 38% communication takes through tone, voice and remaining 55% of communication takes place through body language and specially through facial expression.

We must be aware of the aspects of non-verbal communication and understand the fact that knowledge of non-verbal communication aspects will increase our understanding of communication process and help in becoming a better communicator.

1.11 TYPES OF NON-VERBAL COMMUNICATION

[A] **Body Language:** It is also called Kinesics. Body language consists facial expressions, body movements including gestures, postures, and movements of torso [upper body] and legs. Our body can convey our true feelings and emotions.

Facial expressions can convey emotions like happiness, anger, sadness, joy, surprise, fear etc. Through raising eyebrows, smiling, and frowning, we can convey our feelings. Gestures are movements of head, hands, shoulders, and neck. Gestures supplement oral messages. Posture is the way the individuals carry themselves by way of standing, seating or walking. Posture speaks about our personality, confidence, and overall mood. The erect and confident posture can show the enthusiasm and energy of person. At the same time, slouched posture or hunched shoulders shows the lack of energy and enthusiasm. The posture can convey aggression, diffidence, and fear.

- [B] **Eye Contact:** Our eyes are mirror of our personality. Through eyes, many feelings and emotions can be expressed. Honesty or deceit can be revealed through eyes. For maintaining contact with other person during all kinds of interactions, meetings or interviews, eye contact is essential. The level of confidence can be indicated through eye-contact. But if we continuously look at someone, it may make that person uncomfortable.
- [C] **Handshake:** Handshakes are used to greet people and develop relations with them. At the same time, various emotions such pride, dominance, enthusiasm, or superiority can be conveyed through the handshakes. Handshakes can be limp, firm, bone-crushing or lingering.
- [D] **Voice Modulations [Paralanguage]:** It includes the non-verbal elements of speech such as volume of voice, tone, style of pronunciation, stress on certain words, pitch, intonation, pauses and speed of speaking. These aspects intensify the meanings of words or context which we are speaking. Many emotions are expressed through voice modulations.
- [E] **Proxemics:** Proxemics is called a study of space. While communicating we maintain space knowingly or unknowingly. The space can convey dominance and power.
- [F] **Sense of Smell:** Smell can be pleasant or unpleasant. The body odour can create negative impact or repeal the person. At the same time the fragrances or pleasant smells can create positive impression.
- [G] **Touch:** Touch is very subtle and important aspect of non-verbal communication. Through touch, feelings such as love, friendship, gratitude, motivation, and violence can be exhibited.
- [H] **Colours:** Colours are visible means of displaying emotions and feelings. Colours are associated with various meanings e.g., white colour is associated with peace, purple is associated with royalty, red symbolises love and valour, green is associated with energy. Colours are culture specific means every culture will have its associations with colours. The colour of dress and appearance also create impression.
- [I] **Silence:** Silence is very important aspect of communication. While speaking use of silence can convey many feelings such as sarcasm, consent or dissent, agreement or disagreement, approval or disapproval, anger, shyness, sympathy to others.

1.12 EXERCISES

Q.1 Write Short Notes.

- [A] Importance of communication in our life
- [B] Components in the communication process
- [C] Aspects of Non-verbal communication
- [D] Importance of Visual communication
- [E] Importance of technical communication
- [F] Communication flows in the organisation
- [G] Informal network of communication
- [H] Process of communication

Q.2 Write answers in detail.

- [I] Explain the role and importance of language in the process of communication.
- [II] Define Barriers to communication and explain Environmental Barriers in detail.
- [III] What is the meaning of the barrier? Explain the language barriers in detail.
- [IV] Explain the psychological barriers in the process of communication and how do these barriers affect the entire communication process?
- [V] Explain communication networks [formal and informal] in the organisations.

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UNIT - II

THE SEVEN C'S OF EFFECTIVE COMMUNICATION

STRUCTURE

- 2.1 Seven C's of Effective Communication
- 2.2 Conversations
- 2.3 Meetings
- 2.4 Group Discussion
- 2.5 Exercise

LEARNING OBJECTIVES

After studying this chapter the learner will be able to:

1. Understand the importance and essentials of business conversation and to manage conversation.
2. Understand everything about the meeting and the planning conference and about the teleconferencing.
3. Understand every aspect of group discussion and team presentation.
4. Understand every aspect of email communication.

2.1 SEVEN C'S OF EFFECTIVE COMMUNICATION

Clear: Any message needs to come out clearly from one's communication rather than the recipient assuming things and coming back to communicator for more information. This will only lead to more time being wasted on emails or WhatsApp. It is also necessary not to communicate too many things in one message. This will dilute the attention of the reader.

Correct: When communication is correct, audience will not ignore it. Correct communication is also error-free communication. Communicator makes sure the technical terms one use fit audience's level of education or knowledge. Communicator must check writing for grammatical errors. It is also remembered that spell checkers will not catch everything. Also check all names and titles spelled correctly.

Complete: In a complete message, the audience has everything they need to be informed and, if applicable, a call to take action. Communicator must ensure the message include a “call to action,” so that your audience clearly knows what you want them to do. Communicator also to make sure that s/he has included all relevant information – contact names, dates, times, locations, and so on.

Concise: When communicator is concise in one’s communication, s/he sticks to the point and keep it brief. Audience will not want to read six sentences when one could communicate the message in three. Communicator must revise message for following unnecessary words.

- Are there any adjectives or “filler words” that one can delete? Words like “for instance,” “you see,” “definitely,” “kind of,” “literally,” “basically,” or “I mean” be deleted.
- Are there any unnecessary sentences?
- Have one repeated the point several times, in different ways?

Concrete: When message communicated is concrete, then audience has a clear picture of what one is telling them. When there are details (but not too many!) and vivid facts, and there is laser-like focus, it makes your message solid.

Coherent: There has to be coherence or logical connection in the message. All points need to be connected and relevant to the main topic, and the tone and flow of the text should be consistent.

Courteous: Being courteous is of profound importance in a business setting. Individuals who work together are not necessarily friends and therefore, to maintain a healthy working relationship, being courteous is a necessity. Hidden insults and aggressive tones will only cause trouble among individuals and result in reduced morale and productivity.

2.2 CONVERSATIONS

Introduction

A business conversation is a discussion about the external forces impacting the prospect. It also covers the implications of those forces on the internal aspects of the prospect’s business. Finally, it provides the bridge to connect a customer’s issues with company’s solution. A solid business conversation lays the foundation for effective consensus selling. It is the catalyst for gaining stakeholder alignment and driving mutual commitment to action.

Importance of Business Conversation

Importance of business conversation are listed below:

- [A] **Managerial efficiency:** Effective communication is necessary for effective management. It helps in the smooth operation of management.
- [B] **Enhance morale and relations:** Employee’s whole-hearted participation is essential for any organisation to run smoothly. Effective communication is a way to reach towards them and make them involved in the process. It helps to build the employees morale and cordial industrial relations between management and employees.

- [C] **Effective leadership:** Effective communication is crucial for effective leadership. It makes or mars leadership. Two-way communication helps in effective communication. A managerial leader must handle the subordinates properly. It can be obtained from a proper system of communication.
- [D] **Mutual trust and confidence:** Healthy relationship between labour and management is necessary for the success of the organisation. Effective communication builds mutual trust and confidence which helps to reduce misunderstanding and develop mutual trust.
- [E] **Better decision:** Decision-making is essential for any successful organisation. Decisions depends on proper and timely communication of the information, data and other related facts. So effective communication makes the process smooth.
- [F] **Staffing:** Staff is a major part of any organisation. Information related to staff should be correctly communicated in time to the staff. It helps in the function of selection, placement, socialisation, promotion, and transfer.
- [G] **Better managerial concern:** All managerial functions such as planning, organising, directing, controlling, etc. can't be conducted without communication.

Essentials of Business Conversation

There are seven essential elements to successful business conversation:

A. Structure

Structured communication is absorbed and understood easily by the audience. Every good communication should have an opening, a body and a close. This structural role is applicable to every mode of communication – a memo, a phone call, a voicemail message, a personal presentation, a speech, an email, a webpage, or a multi-media presentation. Rule is same to any size and type of audience like one person, a small team, an auditorium full of people, or a national, even global and a group of millions.

Opening

Opening has to be short, sharp, and to the point. A good opening decides whether or not to pay attention to your message.

Body

It is a heart of a message. Whatever one wants to communicate be it facts, figures, and any graphs or chart one presents one has to keep it to the point. Not to add any irrelevant material or charts with confusing, illegible numbers and colours.

Close

Closing sums up communication, remind the audience of the key points, and leave them with a clear understanding of action to be taken by them. Powerful ending will be remembered by the audience.

B. Clarity

Communication has to be clear. It should not confuse audience. Otherwise, it will be ignored by the audience.

C. Consistency

There has to be consistency in communication. Inconsistency in the communication upsets the audience.

D. Medium

Many options are available today to deliver the message. One has to choose the right one which will fulfil following criteria.

- with the greatest accuracy
- with the largest likelihood of audience comprehension
- at the lowest fiscal cost
- at the lowest time cost

Following media are available and one has a choice from any one or combination of the following:

- one-to-one face-to-face presentation seminar
- one-to-one phone presentation meeting
- one-to-many personal presentation
- plain text email
- one-to-many phone presentation
- text and graphics email
- voice email
- webpage
- webcast/web video
- radio broadcast
- television broadcast
- press release
- TV/film commercial
- CD/DVD

E. Relevancy

Audience will not pay attention unless and until they are interested. Entire audience in the organisation is not interested in several areas of the organisation. The psychological reality is that unless a person is interested in the subject of the message, s/he will not pay attention. In such case communicator can use alternative resources that address each of these additional areas. One can, for example, providing them with an easily remembered and written link to a webpage where a greater depth of information can be stored. Audiences can click the desired link and have access to the area they are interested in.

F. Primacy/Recency

Business communication is remembered by either opening or closing or sometimes by both. Psychologists call the effect of remembering the first few items presented as a “Primacy Effect.” Similarly, they call the effect of remembering the last few items presented to you as a “Recency Effect.”

Communicator has to make an effort to have both a powerful and memorable opening and a closing.

For a powerful opening following linguistic devices can be used as they capture the audience’s attention:

- a quote
- a joke
- a loud noise
- a preposterous statement

Just make sure the opening remains consistent with and relates to the subject of the communication.

G. The Psychological Rule of 7 ± 2 (seven plus or minus two)

Psychologists have found that human brain has a finite capacity to hold information in short-term or “working” memory. Equally, the brain is also structured to retain information in “clusters” or groups of items.

These clusters across the whole of mankind, at seven items, plus or minus two. This means that the audience is only able to hold on to between five and nine pieces of information at any one time.

Similarly, audience will group your business communication’s message with between four and eight other messages in their long-term memory.

Hence clarity of message is extremely important and also a distinctive and memorable opening and close.

If communicator wants his/her key points to be remembered even five minutes later, it’s essential to limit your business communication to between just five and nine key points.

Equally, if s/he wants key action points to be remembered five weeks later, ensure that his/her communication is among the five to nine most memorable messages audience has attended to in the last five weeks.

Conversation Management

The leaders as well as subordinates need to participate or get engaged in conversations which are difficult many times. The managers need to communicate negative news to the employees to their subordinates about the decisions of the management to lay off the employees or negative feedback about the work. Sometimes, the managers need to report their superiors about the delay in the project or product failure. Subordinates do need to inform the managers their decisions of

resignation or quitting the job or their inability to perform some tasks or accept new responsibilities. These kinds of conversations are difficult and they can create stress in the minds of communicators. At the same time, it is essential to conduct these conversations at the right time and in the right manner. This process of engaging in such kinds of conversation in the right manner is called conversation management.

The communication experts advise that instead of avoiding these conversations, it is essential to learn how to manage them well. It is important to understand what you expect from these conversations. It means the objectives of the conversations should be clear in the minds of the communicators. At the same time, the efforts must be taken to keep the relations intact with the other person e.g., a manager plans to inform the negative feedback to an employee and how it will affect the bonus or the financial benefits of the employee for that year. This can be very unpleasant news but it can be conveyed by giving constructive feedback about the employee's work and how it can be improved. This kind of conversation should be simple, clear, direct, and neutral. It is better to be sympathetic and one must pay attention to one's words and tone of the speech.

To be able to deliver a negative message is a skill which can be developed with practice. A decision to lay off an old staff is very difficult but unavoidable for the management. This can be conveyed in a compassionate manner by giving him a recommendation to another organisation if possible. It is essential to convey your positive intention and compassion to the other person.

Following are some tips in managing difficult conversation:

1. Be clear about the issue or problem you are dealing with.
2. Define your objective means how will you overcome the obstacles. Make it clear. Suggest alternate solutions.
3. Manage your emotions such as anger even during difficult times which can lead to heated arguments. Control your anger or rage.
4. Be open minded and flexible
5. Try to maintain good relationship with other persons during difficult times. Show respect to other person even things are not in your favour.
6. Choose appropriate words in conversation.
7. Pay attention to your tone of voice and body language.

2.3 MEETINGS

Introduction

Meeting is a gathering where two or more people assemble together with a view to taking some decisions on some pre-set issues through mutual discussion. Every organisation, large or small, arranges a good number of meetings on certain time interval to discuss and decide on different issues.

Purpose of Meeting

Meeting is one of the major media of oral communication. It is essentially important for every organisation. The basic objective of meeting is to take decisions on some predetermined issues.

It has also some other purposes. The objectives or purposes or importance of meeting are discussed below:

- [A] **Taking Decisions:** Meetings are arranged to take important decisions on some predetermined issue. Decisions are taken unanimously on routine and non-routine matters.
- [B] **Exchanging Information:** Meetings are arranged also to provide information to the audience about the various matters of the organisation. Audience also gets a chance to exchange information.
- [C] **Conveying Organisational Vision, Mission and Operational Plans:** Managers and heads of the various departments do call meetings to introduce mission, vision and operational plans to newly appointed employees. It makes freshers better acquainted with the culture, mission, vision or plans of the organisation.
- [D] **Announcing Changes:** Meetings can be arranged to announce changes brought in the organisational policies, mission, vision, logo etc. to the employees and thereby prepare ground for probable changes without much resistance.
- [E] **Negotiation:** Meetings are democratic way to resolve conflicts between two conflicting parties. Healthy conflicts are good for the organisation whereas unhealthy or undesirable conflict must be resolved immediately after found. Meeting helps the conflicting parties to reach on common understanding and thus resolving or minimising conflict.
- [F] **Solving problems:** One of the important purposes of meeting is solving problems. An organisation faces many critical problems and require opinions of most of the members of the board or council. In meeting problem is discussed from various angles and solution is found.
- [G] **Reviewing and informing progress:** Meetings are called to review and inform the progress of any plan, project and activity and so on. It helps attendants to know the present status of the project and can provide any solution if there is any loophole.
- [H] **Interaction with External Stakeholders:** Every organisation does work with different parties of the society and it must build a long-term harmonious relationship with them. Meetings are called to exchange information and to share experience with different stakeholders of an organisation so that their interaction with the firm is increased.

From the above discussion we find that meeting has great importance in business. Without it, business activities cannot be performed smoothly. In fact, it serves important purposes for an organisation.

Planning a Meeting

- [A] **Mention goals of the meeting:** For a meeting to be successful one needs to mention the goals of a meeting. One has to decide what is to be accomplished and then set accessible goals to keep meeting as focused as possible. Goals may include develop a plan, solve a problem, evaluate risk, or some combination of the above – whatever it is, it must be put into the meeting plan so that the participants are more prepared when they arrive!
- [B] **Add list of participants:** Participants of the meeting must be the right persons for the cause. They should be figured out carefully according to their experience, expertise, beneficiaries, and sense of responsibility to implement the solutions.
- [C] **Write down topics that need to be discussed:** Meeting has to be planned in advance. Meeting plan should figure out, all the important topics that need to be discussed in the meeting. This will give the participants a clear idea about the meeting and they can prepare for it accordingly.
- [D] **Start on Time:** Nobody likes wasting their time waiting for people to turn up. That's why it's crucial that the meetings be started on time.

Meeting Process

- [A] **Clarify Aim/Purpose:** At the outset it is necessary to clarify the purpose of the meeting and all other members should agree on the purpose. It is very important for focusing conversation in case it is derailed. Here new members or guest presenters should be introduced.
- [B] **Assign Roles:** There are 4 roles to be assigned:
 1. **Leader:** The leader's role is to begin the meeting and make sure that agenda is followed properly with smooth transitions between two items. Team leader call the meeting and lead the meeting. Role of a leader should be rotated to help the development of each member. Position of a group member is not of a leader, but of a facilitator.
 2. **Recorder:** The recorder's role is to keep record of key ideas, themes and actions which are discussed. Those recording are displayed on flip charts around the meeting room. Members in the room can see and review before they add their thoughts. This lessens the duplication that often occurs because people are busy thinking and may miss a contribution someone has already made. It is also extremely useful for late arrivals: they can catch up via the notes, thereby avoiding the need for any recap.
 3. **Timekeeper:** The timekeeper keeps everyone on track with agreed timings for each agenda item, whilst also making appropriate contributions to any discussion.
 4. **Facilitator:** Job of a facilitator is very skilful and challenging and may not be required for every group situation. The facilitator will ensure that all participants have an opportunity to speak. S/he also takes care that the group remains focussed on the agenda and the process.

- [C] **Review agenda and times** – Before meeting all members should have an opportunity to contribute and agree agenda. Once the agenda items are agreed, a short time should be spent agreeing approximate time slots. Time slots should be renegotiated throughout the meeting depending on progress.
- [D] **Review meeting record** – When the agenda items have been discussed, the leader should take the opportunity to quickly review what has been accomplished, the key actions and responsibility for follow-up.
- [E] **Plan next steps and next agenda** – Based on what has been accomplished, the group should determine agenda items for the next meeting. The group should leave the meeting with a clear understanding of the purpose and focus of the next meeting.
- [F] **Evaluate** – This last step is very important for improving future meetings. Evaluation can be done by asking to rate meeting from 0 to 10. People should write these down without conferring. The purpose of the scoring is to demonstrate the variation. The next step is to ask each participant for “*one thing they liked*” about the meeting and “*one thing that we could improve*”. This last question is extremely useful to support continuous improvement of the meeting process.

Leading Effective Meeting

- [A] **Be prepared:** Meeting facilitators should distribute an agenda and background materials with adequate time before the meeting. For meetings to be successful should have a proper structure.
- [B] **Trim the guest list:** Invite those people who will really contribute to the cause of the meeting. Each additional person brings additional complexity. Amazon founder Jeff Bezos's "two-pizza rule." is noteworthy regarding this. Don't invite more people to a meeting than can be fed with two pizzas.
- [C] **Start and end on time:** Meetings should start on time unless there is an understandable reason to wait for latecomers, such as a natural calamity that disturbs the traffic. As a psychological theory if the person gets in the habit of starting late, s/he inadvertently encouraging people to come later and later to the next meeting. Likewise, it is important to end on time. Meetings typically should not last more than an hour or attention will start to wane.
- [D] **Keep it moving:** There is possibility that the most aggressive or talkative members dominate the meeting. Leader must be interrupt and diplomatically redirect the conversation so that everyone should have a fair chance to speak. Leader can invite input from people who have not spoken.
- [E] **Use technology wisely:** Use of technology should be minimum but wise. It can be useful or troublesome if not used wisely. Instead of checking mails, laptops can be useful for viewing the agenda or supporting documents during a meeting. Google Docs also is a convenient way to edit documents when the meeting is going on. Members can keep notes and view agenda during a meeting.

- [F] **Teleconferences:** Leading teleconferences can be challenging because there are no visual cues or body language signals that help establish a meeting's flow. Groups should try to meet in person at least once before holding teleconferences. In a large teleconference, it is confusing to remember who is speaking, so the leader should remind people to say their name when they start speaking.
- [G] **Video conferences/online meetings:** Meetings by Skype or Google or Zoom are much similar to the offline office meetings. Facilitator has to take care of technical difficulties which can arise anytime. It's also important to have a reliable Internet connection and wi-fi. A meeting leader also should have a back-up plan in case there is a technological failure. In such case they can switch conference call on WhatsApp.
- [H] **Follow up:** After the meeting facilitator must ensure that meeting minutes are distributed quickly and that people act on any assignments made at the meeting.

Planning Conference

There are several things one will need to make a conference successful. These include:

- [A] **Organisation:** Proper planning of the conference makes it a great success. One should plan out each detail of what one will need to have completed before, during, and after the conference. It is always recommended to have a backup plan for each phase. Preparing brochure is an important step in the planning of conference.
- [B] **Venue:** The venue, organisers select will be a key consideration especially in Indian settings. Time of the participants should not get wasted in traffic jams. Location of the conference should be convenient with comfortable rooms and free Wi-Fi. Out-of-town participants should be provided the transportation options to hotels from the venue in advance.
- [C] **Staff:** Staff you select must be friendly to answer any queries and directly participate where is required. It will help conference successful.
- [D] **Advertising:** A good marketing strategy helps a lot in the success of the event. Organisers should release a conference teaser months before the formal announcement.
- [E] **Participants:** Organisers must prepare the comprehensive list of the participants. For a successful event, organisers will need not only the guests but also presenters, exhibitors, support staff and venue staff.
- [F] **Speaker system:** All good conferences have a top-notch speaker system. It is necessary to visit the location and test out the speakers. Technical support should be ready in case speakers fail to work properly on conference day.
- [G] **Event programme:** Event programme of the conference must grab attention of the participants. It should give clear idea of what readers expect from the conference. It should be aesthetically pleasing, printed as per one's brand's symbol and colour scheme. It should be readable and available for download ahead of time.

2.4 GROUP DISCUSSION

Introduction

Group discussion is a form of group communication in which participants (three to eight) share, originate, and exchange information or idea on a given topic to arrive at a decision or a solution to the problem. Nowadays GD is used to test the personality skills, communication skills, teamwork, confidence, problem-solving skills, social skills, behaviour, and leadership abilities of a candidate. It is used as a quick method to shortlist a few candidates from the massive strength for job or admission to the university. The written exam tests the knowledge and aptitude. GD checks the social skills, technical, and communication skills so that a candidate can work effectively without any obstacle in between his/her skills. Group discussion is an important activity for students at college level. It trains students to discuss and argue about the given topic. It improves students' thinking, listening, and speaking skills. It also promotes their confidence level.

Benefits of GD

- [A] **Better understanding of the subject:** GD makes participants to understand the subject thoroughly. It makes them explore and expand the horizons of knowledge. In addition, it inculcates in them habit of critical thinking and thereby improve their analytical skills.
- [B] **Solve problems:** GD brings together a group of people holding diverse opinions. Hence it is perceived as one of the sought-after ways to arrive at solutions to problems. Because people bring in a wide range of insights, GDs help in changing the thought process from a narrow to a wider view, thereby paving the way to solutions.
- [C] **Improve listening skills and confidence:** GD offers the best way to improve listening skills. Since GDs are an exchange of ideas and thoughts, the participants are required to listen keenly to others' observations. It also boosts the confidence of speakers by engaging them and encouraging them to express their thoughts.
- [D] **Enhance communication and interpersonal skills:** GDs help in long way in enhancing communication skills. It gives opportunity to develop communication skills. In the process participants learn to listen patiently and learn to respect viewpoint of others. It will lead to the development of interpersonal skills among the peer group.
- [E] **Team building exercise:** GDs help to build team spirit and leadership among participants which are very important skills for any job seeker. Working in a group helps them increase tolerance and respect towards others, and how to unanimously arrive at conclusions.

Workplace GD Guidelines

A. Rich Content with Good Subject Knowledge

Content means knowledge of the topic and the way it is presented through coherent, logical arguments. Participants must have in-depth understanding of various issues related to the topic and capability to analyse the topic and build arguments. Subject knowledge gives candidate power to steer the conversation to whichever direction s/he wants. If a candidate is a good reader and read on variety of topics, it will help him/her in group discussion round. There is no need for last minute preparation. You should read over a period of time. Reading not only adds to the knowledge database, but enhances one's vocabulary skills as well.

Merely memorising facts will not take participants too far. Participants should refrain from giving emotional response because emotional response will sometimes get one disqualified. Candidate should go for a balanced response. His/her opinion on the topic does not matter.

B. Leadership Qualities

GDs give candidate opportunity to lead. Leader is not a boss who controls the group. Good leader gives directions in terms of the content. S/he initiates the discussion and leads the path on which the group carries on the discussion. A good leader makes other members express their views directs the discussion to a probable decision or conclusion on the topic under consideration. Usually when the moderator announces the GD topic, for a minute there is silence all round. Candidate should gather his/her thoughts in a few seconds and start the Group discussion with positive impact and be a leader. Beginning the Group Discussion gives the opportunity to make an impact but if one is not able to make his/her point well, it will create negative effect.

Therefore, it is not necessary to speak first but it is necessary that when you speak you are heard and are able to make your point well. It is expected that candidate should speak out the name of your previous speaker and then present his/her views; it will mark a good impact.

C. Being Relevant

It is essential to be relevant to the topic being discussed. Candidate should speak to the point without ambiguity of thought. Not to be too short while expressing, express ideas at length. Candidate will surely get eliminated, when s/he repeat other speaker's ideas. It leaves good impression when one emphasises point with facts and figures.

D. Listening Skills

As it is group, one has to listen to what others are saying. Listening skills are very important for GD round. Just speaking throughout the discussion leaves a bad impression. Others must be given a chance to speak. One way of indicating that you are listening is giving a nod to a speaker if s/he is making eye-contact with you. It will also show that you are attentive and actively participating in the discussion. If you don't pay attention to what others are saying, it will not be possible for you to add value to your content. Listening helps you to summarise the discussion being completed on each and every aspect.

E. Communication Skills

As discussion is the aim of the group, group members must have fair command over communication skills. Candidates may have good subject knowledge and lot of ideas but if s/he is not able to express well, all will go waste. Candidates make efforts to improve communication skills. They must have vocabulary and a decent command over English. It is necessary to learn certain phrases like:

“I think” or “Probably/Approximately” or “If I remember correctly.”

Practice will give confidence before appearing for GD.

F. Body Gestures

Candidates must project themselves as positive personality. The judges observe the body language of candidates in the course of the discussion. Body gestures are equally important to communication skills as that say lot about the candidate. It is advised to sit straight, avoid leaning back on to the chair or knocking the table with pen or your fingers. Nervous body movements, folding your hands across your chest, having skeptical expression, constantly moving, evading eye movements are the indicators of a negative personality and should be avoided at all costs.

G. Group Dynamics

GDs test candidates' group behaviour and his/her influence on the group. Candidates should use formal and appropriate language. Personal prejudices should be kept away and candidates must have mutual respect with other fellow members. They should listen carefully to other participants and discuss various points of views. It's better not to take any strong views on the issues. If they have to disagree with other members, they should do it politely.

Functional and Non-functional Roles in GD

While participating in GD one has to fulfil varied functions like initiating, seeking and giving opinions, interrupting etc. It's important to hold forth one's opinions in a polite and professional manner. Therefore, it's recommended to always present your opinion in appropriate language so that it doesn't start a conflict with your group members even while opposing or disagreeing with their view.

A. Initiating

Role of a initiator is very crucial as it directs the discussion to the proper way. When one is confident about the content or have though knowledge of the subject, then only the person should initiate the discussion. It gives opportunity to grab attention right from the beginnings/He makes point at the beginning and saves GD from becoming too noisy and chaotic. One can exhibit clarity of thought and high confidence. Speaking in the beginning is not enough. S/he has to participate actively throughout the discussion.

In today's world...

Well, the thing is.....

A great man once said.....

The best thing about.....

In the year.....

B. Seeking and Giving Opinions

Candidates are expected to communicate opinions and not only data. It is expected that the student must have data to put forth. S/he should use the data to present the point in logical manner.

- As far as I'm concerned ...
- I think ...
- In my opinion ...
- As far as I know ...
- In my view ...
- I don't think ...
- I don't believe that ...
- Well, if you ask me ...
- If you want my honest opinion ...
- I've never come across the idea that ...

C. Agreeing/Disagreeing

While agreeing it is expected not to repeat the points earlier being made. The candidate reaffirms an opinion and adds one's facts. They can add anecdote or historical incident to underscore the fact. They should clarify the ideas and create harmony by giving a solution. One can help group members to explore different dimensions of the same idea.

While disagreeing it's necessary to have a statement with concrete evidence. It is vital to use positive body language while disagreeing with someone. Your body language should not exhibit rudeness or dominance. You need to speak politely and present your opinion without raising your voice. Voice modulation plays a major role in group discussions and is a decisive element. While disagreeing with someone one should take care not make it personal. Being disturbed by someone's opinion shows a lower level of emotional intelligence.

- I believe/don't believe ...
- I'm convinced that ...
- The way I see it ...
- It seems to me that ...
- I wouldn't say that ...
- I don't think so.
- You're right up to a point.
- You could be right.
- That can't be right.
- I don't agree at all.
- As a matter of fact, ...
- That's right/wrong.
- Exactly.

- I can understand ...
- It's hard to say.
- It's a fact that ...
- However, ...
- That's why ...
- John likes computers. - So do I.
- Steve doesn't like mobiles. - Neither do I.

D. Asking for Clarification

Sometime points made by group members are not clear. It is necessary to ask for clarification. Following are some phrases one can use.

- What do you think?
- What's your opinion?
- Would you like to say something?
- What do you mean?
- What are your ideas?
- What are you trying to say?

E. Interrupting Politely

Sometime members feel that it is necessary to interrupt as the discussion has lost its track. They can interrupt politely by using following phrases.

- I'm sorry, but ...
- Can/May I add something?
- Sorry to interrupt, but ...

F. Expressing Other Opinions

- On the one hand ... on the other hand ...
- They claim that ...
- They also say ...
- Opinion among teachers is that ...
- That's a matter of opinion.

G. Phrases to Keep a Discussion Going

- Let's get back to ...
- As we just heard ...
- Where were we?

Summarising

While summarising the discussion one need to present both sides of the discussion. Limit the summary to what is being discussed; do mention only 4-5 points that came up during discussion. Not to add new points. Points made during the summary must be brief; yet the summary should be comprehensive.

In conclusion.....

We have concluded that.....

Finally, we have arrived at....

Hence I conclude that....

Therefore, we arrive at the conclusion.....

We have reached an outcome that.....

Assessment of Group Discussion**Individual Skills**

While assessing GD, content has a prime importance. Comprehension skills are noticed while presentation. It is expected to speak less but present ideas clearly and confidently. Participants must connect comfortably with other members and participate confidently.

Participants analytical skills are tested; the panel will like participant to dive into the 'how' and 'why' of the question. Panel also test reasoning skills of the participants. Panel check for organisation of matters. Communication skills also counts a lot. Fluency, articulation, and modulations in your speech add to the effectiveness of speech and make your presence conspicuous.

Energy, posture, and eye contact are also important elements for the evaluation. Participants should take care not to be impulsive. They must have an upright and appropriate body posture, projecting themselves as a well-composed and poised candidate. Eye contact is also evaluated as it shows participant is respecting others. Creative arguments matters while evaluating; it is time to colour one's arguments differently by thinking outside the box.

Group Skills

Among group skills listening skill is tested primarily. Participant must make eye contact with everyone, listen to everyone, take their arguments, and compare them with theirs.

She must be good leader with collaborative attributes. Good leader steers discussion in the right direction. S/he blends multiple ideas and viewpoints in the room to bring about the most agreeable situation. Panel tests how efficiently one communicates and collaborate with divergent opinions. Leader strikes a balance between individual excellence and a group performance.

Body language is major criteria of evaluation. Participants should not be nervous or anxious before discussion. S/he must remain calm and composed. They have to sit straight, maintain eye contact and speak clearly. Hands must be used wisely. All these things seem difficult but once followed give positive affirmations to oneself.

Group Behaviour is evaluated and counts high. Although the participant is knowledgeable s/he does not have liberty to insult others. Mutual respect is the highest value. Everyone should be given a chance to speak, to be heard but not to be cut off. Participant need not be dominating and not to get personal.

A persuasive speaker leads the discussion on controversial topics. There are three approaches to persuasion: ethos, sentiment, and logos. Leader persuades only on the basis of trust and credibility, established by him/her in previous participation. Leader has to manage according to the emotions of other group members. Leader's entire logical proposition will be received well if s/he has shown a logical quotient better than others.

Team Presentation

In person's professional life s/he can come across many situations where s/he need to present as a team. Situations may be like winning new business, updating a major project, or may be presenting in a conference or at special event. Following are specific steps to be followed for a successful presentation.

1. **Selecting a strong team leader:** The first and foremost important is the selection of a team leader. S/he must have a leadership ability and capacity to make on-the-spot decisions. Whether it's content, structure, presenters, etc. this person needs to take full responsibility for the overall success of the presentation.
2. **Assigning different roles:** At the beginning different roles to be assigned to members and making sure everyone understands the overall presentation objectives as well as their roles in the development of the final presentation.
3. **Deciding on major objectives:** Making sure of the overall objective in one sentence or less and writing them down. Team has to make sure of what does it want their audience to know, do, or feel as a result of the presentation? It helps the team to maintain focus during the preparation process.
4. **Smooth transitions:** Openings and closings and transitions between other segments should be smooth. If these things are harmonious, these create a smooth, cohesive presentation. When done badly, they send a poor message about the team and the organisation.
5. **Proper use of technology:** Technology makes presentation more engaging and presenter can interact lively with the audience. All team members must have command over the operations of technology.
6. **Rehearse, rehearse, and rehearse:** All the team members must be completely familiar with presentation content, visual aids, and transitions between presenters. It is very important that the team practice together in order to be comfortable with the presentation and each other. A full-dress rehearsal with visual aids is a must!

Email Communication

E-mail or Electronic mail has become a necessary part of today's communication. It is used as an official tool for communication in the business and academic world. Through email, we can send official messages, such as letters, memos, and reports. Most organisations have internet access and the employees have personal email address. The inhouse communication and communication with the outside world with the help of emails has become very common. One of the best features of E-mails is that various attachments can be sent through mails. The attachments can be in the form of word file, pdf, spreadsheets, photographs.jpg files etc. Emails can be a fastest mode of communication which can be used around the world. Large information can be sent through the Emails. We can send emails to many people at a time.

It is said that how do you communicate is a great indicator of you and your personality. A well drafted Email conveys your professional image of you and your organisation. So, one must be cautious in drafting and sending E-mail. Because once E-mail is sent, it cannot be retrieved or taken back. At the same time an email can, be forwarded to many other people without the consent of the original sender. The rules of professional letter writing apply to emails also. The email must be properly drafted. The words and phrases should be carefully selected and the tone of the words should be polite. The sender of the Email should be very cautious before pushing 'Send' button as it can create various impressions or impact on the professional and personal level.

Advantages of Email: Email Communication has got many advantages.

1. It is the fastest method of sending the messages and at the same time a message can be sent to many people instantly.
2. It is inexpensive as it saves paper and it is considered as a green initiative.
3. We can send the mail without disturbing or interrupting the receiver and the recipients of the email can read the mails at their own leisure and pace and can respond.
4. A lot of information can be sent through emails. We can attach various types of files such as word files, spread sheets, drawings, sounds, video clips, pdfs etc. All types of formal and informal messages can be sent through emails.
5. We can save and store many emails at the same time and retrieve old emails easily.

Problems of Email communication: Email Communication has some limitations.

1. Emails are editable. Email communication can be subject to security issues. Therefore, it is always not secure.
2. Once sent, emails cannot be retracted or bring back.
3. Emails can be forwarded without the knowledge or consent of the sender. This can lead to leakage of the personal or sensitive communication.
4. Emails can be forged. Phishing mails can be big threats as it is one of the cybercrimes which can lead to loss of money or financial assets.
5. Many times we get many unwanted mails, spam mails or junk mails which can be annoying.

Email-Etiquettes

Etiquettes are certain rules or regulations which guide our behaviour. Email etiquettes are certain set of rules and guidelines that are used while sending the emails. We need to develop the skills of professional E-mail writing. The following are some important guidelines in drafting and sending the mails.

1. Create a proper Email Id. It applies to students specially. When you are sending your job application or sending some important academic or professional messages, it is essential to use proper Email Id. An informal Id or improper id will create wrong impression.
2. It is necessary to respond to all the mails within 24 hours. It reflects the courtesy of the receiver.
3. Be concise and write to the point. An email should not be too lengthy or rambling. It may discourage the reader to read such mails. Learn to write in simple and clear words and reach to the point in each paragraph.
4. The users of email should avoid informal language or abbreviations as it can be used as a tool of professional communication. Various expressions such as BTW [by the way] or LOL [laugh out loudly] are used in informal chat or personal chat. But these should be avoided. Use of smiley or emoticons should be avoided.
5. The tone of the language is a very important aspect. It must be polite as well as appealing to the readers. Avoid using jokes or sarcasm. Do not address controversial or highly emotional issues in the email. Also do not include any personal or confidential information. Always remember emails can be forwarded by the receivers.
6. Avoid writing all the words in capital. It creates an impression that we are shouting at the receiver. It can be very annoying also.
7. Avoid forwarding non-work-related emails or avoid sending chain emails/jokes which will consume valuable time of the receiver. Do not attach unnecessary and very large attachments. Make sure that your attachments are necessary and are always zipped.
8. Do not overuse 'Reply to all' option. This is a very important etiquette to follow. This can be very irritating to the receiver. This option can be used only if you really need your message to be seen by each person who received the original message.
9. Do not overuse the high priority option. If it is overused, it will lose its importance. Also, you must try to avoid use of 'URGENT & IMPORTANT' in the email unless it is a very important message.
10. Give proper salutation. Proof check your email. Check every word or phrase used. Check the tone of the message. It should not be rude. Ensure that all attachments are attached. Use proper closing remarks and then click the 'Send' button.

Techniques in Writing Effective Emails

1. It is advisable to identify yourself on the from: line, means use your full name rather than just email address. Recipients are more likely respond if they can easily identify the sender.
2. The subject line of the email should be meaningful and it should cover the subject of the email. It helps in searching old emails.
3. Be concise and too the point. Do not make email longer than needed.
4. Use proper spellings, grammar and punctuation as email can carry impression on the readers. Do not write in 'CAPITALS' as it sounds that we are shouting at someone.
5. Avoid long sentences. Use active voice instead of passive voice. Keep your emails gender neutral.
6. Do not attach unnecessary files.

Structure of an Email

An email is a modified form of a business letter. It has the following form:

1. **From:** It shows the email address of the sender e.g.

From <u>geetenterprises@gmail.com</u>
--

2. **Date:** This signifies the date, and time of the sending the message.

Date: July 8, 2018, 10.02 AM

3. **Email address** of the receiver(s)

To: mspatel@yahoo.com

4. **C.C. Carbon Copy:** In case the information has to be conveyed to many recipients simultaneously, this option is used. All those email Ids will appear here.
5. **B.C.C.:** Blind Carbon Copy. This option ensures the sender that the receivers should not come to know identity of other receivers.
6. **Subject:** A word or phrase to be written here to signify main content of the message. This is a very important part of the email which should be concisely written.
7. **Salutation:** It means the greeting to the receiver.
8. **Main Body:** The main message of the email is drafted by using paragraphs.

--

9. **Closing:** A polite phrase should indicate the end of the message e.g. Regards to all.
10. **Signature line:** It provides the information about the sender. The sender's name, designation, affiliation, organisation, location should be typed very clearly.
11. **Attachment:** The additional information can be sent in the form of word file or PDF, spreadsheets, power point presentations, jpg files etc.
12. **Action Buttons:** Every email has action buttons like reply, reply all, forward, move, send, deleted, save the draft etc. The sender of the message should be acquainted with all the buttons.
13. **Formatting options:** While drafting the emails, various buttons are available to format the message. The buttons provide options for changing text colour, fonts, style, indentation, bold, underline, italics, bullets, and numbers etc.

Sample Email

1. Job Application sent through the email

From: maheshmulgaonkar@gmail.com
To: persistencejobs@gmail.com
Subject: Application for the position of accountant

Date: August 21, 2022, 3.07 P.M.

The Human Resource Manager,
Persistence System,
Andheri [West],
Mumbai.

Respected Sir/Madam,

From reliable sources, I have come to know that there is a position of Accountant in your organisation. I would like to submit my application for the position of Accountant in your reputed organisation. I think I possess the suitable qualifications and experience required for the post.

I have successfully completed graduation in Commerce from University of Mumbai, in the year 2018, securing A grade. I have also completed a diploma in Tally from a reputed computer Institute. From past two years, I have been working as Junior accountant with an organisation. I think the time has come to upgrade my skills and get experience of working with bigger organisation like yours. I have enclosed my Resume for more details. Waiting for a positive response from you.

With warm regards,

Aslam Sheikh

Attachment: Resume

2.5 EXERCISES

1. What is conference? How it is planned and conducted?
2. Explain the different non-verbal aspects in presentation.
3. Explain the importance of completeness and correction in effective communication.
4. What is group discussion? State its benefits.
5. How to create outline for presentation?
6. Discuss seven Cs of effective presentation.
7. What is definition and purposes of meeting?
8. How to lead an effective meeting? Discuss.
9. How can presentations be more effective?
10. Discuss the criteria to assess Group Discussion.
11. Discuss the elements of GD.
12. Discuss the roles that candidates have to play in GD.

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17. <https://mbakarlo.com/group-discussion-skills/>

EXERCISES FOR PRACTICAL

The following activities are suggested for the practical sessions. After teaching the units, the activities can be arranged accordingly in the classrooms. Some activities can be conducted in the groups and some can be given as individual exercises.

1. **Group Discussions:** Students should be divided into groups of 7 to 8 and topics should be given to them for discussion. The topics should be based on current affairs or on general awareness. Student's opinions on the topics, communication skills, leadership qualities can be tested in G.D. Teachers should observe the students performance and note the observations. The following are some examples of the topics to be given for the G.D.
 - (a) Will Chat GPT replace teachers?
 - (b) Implications of Artificial Intelligence in Education.
 - (c) Should Yoga be a compulsory subject in higher education?
 - (d) Should there be reservations in private jobs?
 - (e) Should sports be a compulsory subject in colleges?
2. **Email Writing:** Draft emails on the following occasions.
 - (I) Write an application in response to the advertisement published in the newspapers for the post of software developer. Attach your resume.
 - (II) As a student secretary of youth festival of your college, invite a chief guest. Draft a suitable mail and give details of the inauguration programme of youth festival.
 - (III) Recently you have ordered a headphone from an online business website. The headphone is not functioning well. Draft an email of complaint to the manufacturer.
 - (IV) Recently you have been selected as a data analyst at a private firm. Draft an email accepting the job offer.



Unit - III

ACTIVE LISTENING

STRUCTURE

- 3.1 Active Listening
- 3.2 Effective Presentation Strategies
- 3.3 Interviews
- 3.4 Exercises

LEARNING OBJECTIVES

1. To make learners understand the types and implications of active listening and understand the traits of a good listener.
2. To make learners aware of effective presentation strategies.
3. To make students aware of objectives and types of interviews.

3.1 ACTIVE LISTENING

Introduction

Active listening requires you to listen attentively to a speaker, understand what they are saying, respond and reflect on what is being said, and retain the information for later. This keeps both listener and speaker actively engaged in the conversation.

Types of Listening

A. Informational Listening

Informational listening means listening to learn something. Here learner understands and retains information. It requires high level of concentration and engagement on the part of the listener to understand new concept. It also requires to apply critical thinking to what one is learning.

Some examples of informational listening include:

- Work training
- Self-paced learning at home or at work
- Listening to an educational e-book
- Coaching

By learning and improving oneself one gets empowered. Learning something new is itself a fulfilling experience.

B. Discriminative Listening

Every human being has discriminative listening skills innately. It is the first listening skill that one is born with. Understanding meanings of the words is not necessary for discriminative listening. Without that listener uses tone of voice, verbal cues, and other changes in sound. To understand the message, it is not necessary to understand the words.

Babies use this skill as words are difficult for them to understand. They understand the intension from the tone of the voice and inflection. This skill is not only used by boys but also by adults. Adults do use nonverbal cues to listen and analyse. For instance, someone's facial expressions, body language, and other mannerisms can tell you a lot about the meaning of someone's message. If one is listening a conversation happening in foreign language, one automatically uses discriminative skills.

C. Biased Listening

Biased listening is also called selective listening. It means listener listens to the specific information in which they are interested. It may lead to a distortion of facts because the person listening isn't fully in tune with what the speaker wishes to communicate.

D. Sympathetic Listening

In sympathetic listening listener sympathies with the speaker and is driven by the emotion of a speaker. For listener feelings and emotions of the speaker are more important than the message. Sometimes in the state of emotions speaker do not always say what they are feeling; listener has to figure out what the speaker really wants to say. It provides the support the speaker needs. Sympathetic listening helps you to build a deeper relationship with someone in your life.

E. Comprehensive Listening

Comprehensive listening requires better command over language and vocabulary. It does mean interpreting the words and ideas of the speaker. It will help not only to follow the speaker but also to communicate with speaker. This type of listening is most difficult to acquire as it requires one to concentrate and actively participate in the process. It helps one to become a stronger listener.

Examples of comprehensive listening examples include:

- Watching the news
- Listening to a presentation
- Getting directions from someone
- Taking notes during a meeting

F. Empathetic or Therapeutic Listening

It is different from sympathetic listening. It provides support but not necessarily make one imagine oneself in other person's position. Empathetic listening help you see from other people's perspectives.

G. Critical Listening

It goes deeper than the comprehensive listening. Here listener has to take information at face value and apply critical listening to evaluate what is being said. It helps to analyse complex information and crucial in problem-solving. It helps in handling unusual and complex task. One needs to analyse solutions offered by other people. And look at the bigger picture and compare everything one knows.

Traits of a Good Listener

Good listeners are very rarely found. Listening is an essential skill in personal and professional life but unfortunately it is often neglected. Good listeners listen attentively and they are eager to understand what someone is trying to say. It helps them to mediate sense of trust and warmth. Speakers feel refreshed and understood.

Following are some qualities required to be a good listener.

- [A] It is usually observed that listeners do jump to the conclusions when the person has not finished talking. Listener is miles ahead of what the person is saying. Good listener has to stop his/her monologue and give full and undivided attention to what the person is saying.
- [B] Listening is generally considered as an easy job. It is not so simple job; it requires hard work. While listening listeners are tempted to do something else. Listeners have to keep all distractions like mobile, TV, laptop aside. Good listener should not do anything else other than listening.
- [C] Curiosity and interest are essential elements of listening. When the speaker is friend of a listener, listener thinks he/she knows everything about the person. Whatever new is spoken is overheard within conversation. Listeners have to be detective: s/he has to find out subtle feelings of the speaker and empathise with her/his point of view.
- [D] Hasty judgements and rash opinions do kill the conversation. Listeners has to be sincere and open-minded and do not judge speaker prematurely. A good listener should react at the end of the conversation.
- [E] Listening is not passive job; his/her body responds at many levels. Senses should be tuned to get the full message. Good listener responds through eye contact, nod and facing to the speaker.
- [F] Asking right questions at the right point is a quality of a good listener.

Active vs Passive Listening

The main difference between active and passive listening is that active listening is more effective than passive listening because individuals practicing active listening can comprehend the speaker's words more easily and also show the speaker that they are paying attention. Here is an explanation of each type of listening:

Active Listening

Individuals practicing active listening pay close attention to the speaker and try to understand the intention behind their words, while consistently giving feedback to the speaker that they fully understand the ideas being expressed. Individuals that are actively listening give signals through facial expressions, gestures or by words to convey that they are fully engaged. This form of listening helps individuals retain more information from their conversations and it acknowledges the speaker.

Passive Listening

A key difference between active and passive listening is the response of the listener. The listener does not respond to the speaker when s/he is listening passively. While active listening is preferred in a professional setting, passive listening is still appropriate in some situations, such as during an academic lecture or speech.

When to use passive listening?

Listeners should use passive listening in scenarios where they do not need to pay full attention to the meaning of the speaker's words or express through their actions that they are listening. Some scenarios where passive listening can be useful include:

Unrelated Information

Sometimes speaker does not directly address the person or the information s/he is giving does not directly relate to the person. In such cases it is acceptable to listen to passively. For instance, if a speaker is communicating to a group of individuals, but is directing their comments toward a specific person, the other individuals in the group can practice passive listening.

Casual Conversations

Sometimes, casual conversations include many pieces of information that are not important to listen to actively. For instance, in a casual conversation with a close friend it is not required to pay close attention to each word spoken by the speaker. Topics they are covering are of general importance may not be of high importance.

When to use active listening?

There are many scenarios where active listening is more valuable than passive listening, as people often perceive active listening as more engaging and respectful. Indian value system gives importance after listening to elders as we respect elders. Individuals commonly practice active listening in the following scenarios:

One-on-one Conversations

In the conversation between two individuals, it is imperative that both parties to practice active listening. Nodding, eye contact, short confirming phrases help show you are fully engaged in conversations.

Job Interviews

During job interview active listening proves very beneficial for the candidate. It is expected from the candidate that s/he should minutely pay attention the statements regarding job description and other related information associated with the position. Active listening helps interviewees to comprehend many more subtle aspects of the job and show their interviewer that they are genuinely interested in the job.

Implication of Effective Listening

Effective listening is advantageous to one's personality. It is a worthy skill to develop. At workplace it improves one's productivity and focus. One will have a better understanding of the conversation and task at hand. It will make s/he to complete the task correctly. People who are in distress need an empathetic listener. Active listening also helps build human relationships. People have more positive feelings towards others when they feel heard. This leads to higher levels of trust and a better relationship.

3.2 EFFECTIVE PRESENTATION STRATEGIES

A presentation is a means of communication that can be adapted to various speaking situations. With the advent of technology, it has become essential not only for students but for any professional. Hence to acquire presentation skills is a need of an hour. Presentation skills are extremely useful both in and outside the classroom. Students require to use presentation for assignments, projects, research paper, interviews, conferences, workshops for both online and offline mode. It gives professional touch to the job one is doing. The role of a presenter is to communicate with the audience and control the presentation. Presentation helps one to get a message across to the listeners and often contain 'persuasive' element.

Students who are good presenters are better communicators all round, since they are able to structure and express their ideas clearly.

A. Understanding the Context

Before planning presentation, it is necessary to study physical surrounding.

- Condition of room where you will deliver presentation.
- Visit the setting in advance to get familiarise with it.
- Check your familiarity with the audience; build rapport with new audience quickly and effectively.
- Check the equipment and technology available to you.
- Check whether it is a group or individual presentation.
- Is there a time limit prescribed?
- Think about the purpose of the presentation. There are different purposes of presentation. Such like summarising an issue, presenting a paper, convincing a particular argument related to an issue, leading discussion on a reading or presentation about the project.

- Prepare handouts
- Handouts can provide your audience with an outline of you talk, extra material and references, plus serve as a record of the presentation. The handout should be well-laid out and outline the main points.

B. Planning the Presentation

Topic selection: Select topic of your interest so that you can enjoy it. Your personal interest will give motivation to complete all the steps required to finish the presentation. It will make audience understand your enthusiasm when you present the topic. When you do not have any choice about the topic, you will have to quickly draw the outline of your presentation.

Topics chosen should be appropriate to your age and exhibit your good taste. Choose a topic that fits your knowledge and skill level so that you will be comfortable with your presentation. It is important “how” you present instead of “what” you present.

Do not choose any broad topic so that you could not end up in gathering adequate information and you will sound very superficial. Also not to choose any narrow topic this will not give you enough information to present.

C. Determine the Purpose of the Presentation

Decide on the purpose of your presentation and what do you want your audience to know? Purpose will differ as per your assignment. Brainstorm yourself and jot down the points you think about the topic. Do some research and gather information as much as you can. It takes some time, so give it some days. You need to learn as much as possible about the subject. The more you have knowledge, the more confident you will feel when you are presenting. It will help you to answer the questions. There is no alternative for being well-versed. You can get information from several different sources like book, magazines, Experts/authorities on subject, your own experiences, teachers, newspapers, and reputed websites. Prepare a list of all the sources you use. People like to know the sources of information; you will need to cite your sources in your speech.

D. Write an Outline

After collecting information, prepare an outline. List down the important points you want to present and arrange them in logical order. After each main point add sub-points, details, materials and visual aids you will need.

Outlines for the presentations may look like these.

- [I] Introduction
 - [a] Opening/attention-grabber
 - [b] Introduce yourself
 - [c] Preview of what you will demonstrate
- [II] Body
 - [a] Step 1
 - [b] Step 2
 - [c] Step 3

[III] Conclusion

- [a] summary of steps
- [b] catchy ending
- [c] cite sources

E. Use Simple but Figurative Language

When you will use complex or technical terms, make sure to explain them. Avoid using slang instead use formal language. Include descriptive phrases that can help the audience visualise what you are saying. For example, instead of saying “4 feet” say “as high as your shoulders.” Using transition words (next, finally, first, etc.) will greatly help the audience follow along and not get lost.

F. Don’t Memorise your Presentation

While presenting do not leave impression that you are memorising the content. You should sound natural and fluent. If you have studied the topic in detail, you will not need to memorise. You will only need to remember the important points of your talk. If you do not memorise your talk, you will be more flexible if something unexpected happens during your presentation. You only need to memorise the introduction and the conclusion.

G. Structuring the Presentation

A good presentation has to be well-structured, with a proper beginning, middle and end.

Beginning

The beginning of a presentation is very important! Here you will get an opportunity to catch the audience’s attention, and set the tone for your presentation.

- Begin with attention-grabbing techniques like asking a thought-provoking question, showing the audience an intriguing picture, telling a story or use a real life example related to your topic, sharing a shocking statistic related to your topic, sharing a powerful quote, playing a short video etc.
- Introduce yourself and the topic you will be discussing.
- Give brief outline of your presentation.

Body

- Discuss the main points and it’s sub-points in a logical sequence.
- It should be clear to your audience when you are moving from one point to another.
- Use examples, statistics, and explanations to support your points.

Conclusion

- Summarise the main points.
- Do not provide new information at this point, but you can state any additional problem that your research has come to.

- Give signal through language that makes your audience think that you are closing presentation.
- Do not say "that's it!" or apologise for your presentation.
- Thank the audience for listening and invite questions.

Signal Words and Transition Phrases

Using transition and signal phrases during your presentation will keep it structured and will give clarity to your thoughts. Following are some of the phrases to organise your presentation.

Introducing your Presentation

- The topic/question I will be discussing today is...
- This presentation will investigate/examine...

Providing an Outline

- I want to start by..., then I will...
- This presentation is divided into [x number] of parts. First I will... then I will..., finally I will conclude by...
- There are [x number] of points I will discuss: A, B, C and D
- Let's begin by looking at... before examining...

Introducing your Main Point

- A significant issue is...
- A major concern is...
- The central problem is...

Rephrasing your Main Point

- In other words...
- Another way to think about the problem is...

Moving to Another Point

- Now let's consider...
- I'd like to move on to examine...
- Now, turning to the issue of...

Introducing an Example:

- A case in point is...
- Take the case of...
- This is illustrated/ demonstrated by...
- An example of this is...

Introducing Images or Explaining Visuals

- This image/diagram illustrates...
- As you can see here...

Introducing and Integrating Videos

- We will now watch a short video that illustrates...
- In the video we've just watched, it is important to note that...
- As the video demonstrates...

Conclusions

- To sum up...
- In conclusion...
- In summary...
- To summarise...
- To conclude...
- Therefore...

Inviting and Answering Questions

- I am happy to take questions now.
- That's a very interesting question. In my opinion, ...
- Thanks for your question. What my research shows is that...
- That's a relevant question, but it is out of the scope of my research.
- I'm afraid I cannot answer that question, but that's an interesting topic.

H. Use of Body Language

Communication between presenter and the audience starts when presenter enters the room. It is true that first impression is the last impression. Body language is crucially important in speech as half of the impact of the speech depends on it. We can control the words we speak but we are not always sure about what our body speaks. Body language comprises of gestures, posture and facial expression. These are very important when the audience is looking at you. Positive body language helps to build your credibility, express your thoughts, and connect with your listeners.

At the beginning of a presentation many of the speakers feel nervous as everybody in the audience is looking at the speaker. It is necessary to communicate a feeling of confidence and relation; your body helps to do it. The clothes you wear, the way you stand or walk, your facial expressions, your hand and arm movements – these are the language of your body, your **body language**.

So, body language is a positive and powerful tool to help you in your mission.

Appearance (clothes, hair etc.): Presenter must dress appropriately and have well-groomed hair. Audience will be distracted if your clothes are not proper and hair is untidy. When you enter, or as you are being introduced, smile warmly. It should be a warm and sincere smile. Normally candidate feel nervous this time. But this a moment audience is assessing you. So, stand straight and remain calm.

Set friendly tone with the audience: You can do it by opening your palms, flashing eyebrow coupled with genuine smile. Start with a personal story, your palms will get opened unconsciously. Personal stories are always sincere and true. It will lead your hand gestures opened up naturally. Not to put your hands in the pockets or keep them behind the back. Real smile which brings wrinkles around the corner of your eyes. Half smile will not give good signal.

Make use of the space surrounding you: It is observed that people normally shrink when they are nervous. They move around the space confidently, when they are relaxed. For a presentation to be effective, master your space. Do not stand with your feet awkwardly close rather keep your feet wider. If there is a space available in the room, walk around the stage. People pay attention to what's in motion, so keep moving during your speech to grab attention. You can move with your points— if you have 3 main points, when you switch from one point to another, move to the other side of the room to signal a shift. Make use of your arms to show measurements. There is no point to keep your arms to yourself. Pose powerfully before the audience to boost your confidence. Get close to the audience while answering their questions. Do not answer the questions immediately. But do not do it often.

Raise your hand: To keep audience engaged ask questions to them and also ask to raise their hands. Frame questions in such a way to make them participate in the discussion. We can utilise the tool of 'raising our hands' as it is ingrained in our brains.

Read between the eyes: Imagine your audience is your close friend and you are talking with them. You'll naturally make eye contact, your body language will open up, and you'll be more authentic and honest. It is rightly said that the eyes are the window to the soul. Increase your eye contact by sweeping across the room. Do not forget members at the back. If you can, always make contact with every single person in the room. It helps to build rapport with others and also increase feelings of love and affection.

Keep atmosphere light: Humour creates atmosphere light. Presentation becomes lively rather than dull with the humour. Use humour sparingly, not to use it often. It is not just laughing by oneself, but it's more about building relationships than reacting to jokes.

Uncross: It is observed that 7 out of 10 people cross their left arm on the right one. People normally cross arms when they feel defeated or defensive. People have habit of fiddling with a watch, adjusting a shirt cuff link, or even adjusting a tie knot. These are subtler forms of crossing the body. When you are not gesturing have your arms relaxed to the sides, it is the most natural position that shows you're confident enough to be relaxed.

Don't hide: Do not hide behind the podium the whole time. It blocks presenters from the audience.

Control your voice: It is advised to record your presentations. If you have any glaring issues, video will find it. Speak slowly but clearly. To underline a special point, go even more slowly. Repeat a sentence if it is important. You can also say the same thing again in a different way. Let your voice go up and down in volume (speak loudly, then quietly). And - sometimes - you can just stop speaking completely. Say nothing for a short time. A silent pause is a very powerful way of communicating.

Hide your notes: It is not recommended to have notes with you. It helps you to have a pace, but relying on them could be a crutch. Not to hold them in your hands. It can make your movements more awkward. You can also forget to make eye contact at critical moments.

Keep your notes to a bare minimum and leaving them at the podium or by your side. Refer to them as needed, but you should be at a place where you only need to look at a few key words to remember what you're going to say next.

Stay Still: Many presenters already know they should move and take up space. One powerful, advanced body language trick is to actually keep still and silent during the important parts of your presentation.

Colour Psychology: What colours you wear can drastically affect the perception of you by audience. Blue gives off feelings of stability, tranquility, and trust.

Red primes emotions of intensity, aggression, and passion. Yellow indicates emotions of happiness, vibrance, and youth.

I. Use of Technology in Presentation

Nowadays it is difficult to imagine presentation without technology. Both are going hand in hand now. Technology is playing a huge role in all aspects of presentations, from preparation to delivery. Day by day with advanced technology presentations are becoming more and more effective.

However, it must be remembered that technology is there to enhance the presentation, not replace the speaker. It is speaker who has to control technology and thereby presentation. Technology helps to keep the audience engaged and improve understanding message communicated.

Presentations take place anywhere from small meeting room to large presentations for launching new products. Basic Power Point presentation has become an outdated technology now. With Advanced presentation software such as Prezi, live audience polling apps etc. we can practice presentations in virtual reality.

Current presentation technology like HTML5 is very flexible and feature filled, which allows presenter to build beautiful presentations. Companies and educational organisations have begun using such type of presentation. With simulations and immersive technology presenter can create life-like objects and customised visual environment with virtual reality and augmented reality, which audiences can interact with. It makes possible to watch presentation remotely. They can interact with the presentation by putting on a VR headset and being teleported inside the simulation which is being talked about.

Technology has improved engagement of audience. Audience now no longer just listen to the presenter for an hour. They interact with the presenter with non-linear presentation software, add in videos, poll the audience, live quizzes etc.

Animations, graphics, and cinema graphs have made dull presentations more visual and interesting and captivate audience's attention.

3.3 INTERVIEWS

Introduction

An interview is a discussion or conversation between a potential employer and a candidate. It is a selection process designed that helps an employer understand the skills, scrutinise their personality and character traits and check the domain knowledge. In this formal meeting, the employer asks questions to get information from a candidate. Usually, interviews happen during the last phase of the recruitment process and help companies select a suitable candidate for a job role. During an interview, the interviewer may ask you about their salary expectation, whereas you can ask about the job responsibilities.

Another purpose an interview serves is that it helps in authenticating a candidate's application. Employers use this opportunity to investigate a candidate's claim and check whether they can prove their claims.

Objectives

In the selection process, interview serves the following objectives:

- [A] First of all interview gives an opportunity to the interviewer to know about every detail of the applicant. It verifies information obtained through application form and tests.
- [B] Interview helps to gain additional information from the candidate which is required for job and other additional skill sets which the candidate possess.
- [C] During the interview candidate also get enough facts and information of the organisation its policies, its products and also requirements of the job.
- [D] Interviewer is able to get an insight into his/her creative and analytical skills which are more important than technical skills.
- [E] Interview helps to establish mutual understanding between the company and candidates. Also create a good image of the company, among applicants.
- [F] Interview is a good experience both professionally and personally for both to an interviewer and the interviewee.
- [G] Interview gives the candidate opportunity to assess his/her creative and analytical skills and know where he lacks and the places where he needs improvement.

Types of Interviews

Structured Interview: In structured interview, the interviewer asks the same set of questions to all the candidates. The interviewer then compares the responses to find the suitable one. The questions asked in this mode can be very basic from self-introduction, future plans, questions that test candidate's knowledge and aptitude etc. Traditional and group interviews are form of structured interviews.

Unstructured Interview: In a structured interview question are not pre-decided. The interviewer may change the questions and ask follow-up questions based on candidates' responses. They may have few pre-decided questions in mind but may change them or add more questions based on how the interview advances. Duration of the interview is also not pre-decided.

Case Interview: In this type of interview interviewer gives interviewee a problem, or puzzle or explains a situation and asks them to provide a solution. The problem or situation given can be imaginary or based on reality. Sometimes they are given actual case-study from the concerned field or industry. Candidates are asked their response to the situation and are expected to justify their reactions. Sometimes they are asked to deal with the strategy to deal with the situation. The idea is to test candidates' decision-making, problem-solving and soft skills.

Job Interviews

A. Researching the Organisation

Researching the organisation gives candidate strong foundation for the interview. It is always useful to get in-depth information about the organisation from its website, social media pages, glass door, employee review and other online sources. It is necessary to find out organisation's mission, management, work culture, the types of products and services and the types of clients it serves. If you have through information of the company, it will help candidate adjust his/her CV as per the expectations. It will also be helpful to answer questions about the organisation during the interview. If candidate have researched well the organisation, s/he can ask relevant questions to the interviewer. It will show that the person is really interested in the job. However, person should not waste too much time in getting detailed information. Person should have basic understanding of organisation work.

B. Reviewing Job-profile and your Bio-data/CV

It is vitally important to read the job profile thoroughly and how the employer has described the post and their expectations from the candidate. Candidate has to analyse carefully keywords and key phrases employer has used to describe their expectations. There are chances to impress the interviewer if you align your skills and qualifications with the job description. Candidates can have clues from the job profile from the questions interviewer may ask.

Preparing for Standard Questions

List of the common interview questions is available on internet and in many books. Depending upon one's age and status of the job prepare thoughtful answers so that the candidate would not fumble for them at the time of interview. Candidate's responses should highlight their skills and interests in the job. There are some position-specific questions as well as common questions.

1. Tell me about yourself.
2. Why are you looking for a job change?
3. Why do you want this job?
4. What are your strengths and weaknesses?
5. What motivates you?
6. Where do you see yourself in five years?

D. Responding to Questions

Respond to the questions positively. Enforce your strengths. Prepare to tell three to five key selling points. For example, you have good communication skills, ability to handle adverse situation, good computer skills etc. Make an impression that you are the best candidate for the position. Tell the interviewer why you want that job – including what interests you about it, what rewards it offers that you find valuable, and what abilities it requires that you possess. If an interviewer doesn't think you're really interested in the job, he or she won't give you an offer – no matter how good you are!

E. Preparing your Questions to Ask to the Interviewer

It is usual practice that interviewer asks few questions to the candidate. Candidate has to prepare some standard questions to ask to the interviewer. It shows that s/he is really interested in the job. If you say, "No, not really," it leaves impression that you're not all that interested in the job or the company. A good common question is, "What is your definition of ideal candidate for this position, what would he or she be like?" "What is the best thing about working here?" Then, try to think of one or two others during each interview itself.

F. Analysing Interviews

Analysing interviews goes far way to improve one's interview skills. After the interview take a time to analyse your performance in the interview. Candidate should think over where they can improve.

3.4 EXERCISES

1. What is active listening? Discuss various types of listening.
2. How to structure a presentation?
3. How does body language helps in effective presentation? Explain in detail.
4. What is interview? Explain it various types.
5. How to prepare for job-interview? Explain in detail.
6. Explain the traits of good listener.
7. Discuss the use of technology while presenting.

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EXERCISES FOR PRACTICAL

1. **Making power-point presentations:** Students should be divided in groups and topics can be given in advance for making power-point presentations. Each group should be given maximum 10 minutes time. Following topics are suggested for the powerpoint presentations.
 - (I) Artificial Intelligence
 - (II) History of Computers
 - (III) Cybercrimes
 - (IV) Introduction to Chat GPT
 - (V) Green Computing
 - (VI) Quantum Computing
 - (VII) Cloud Computing
 - (VIII) Blueprint Computing
 - (IX) Hologram
 - (X) Augmented Reality
 - (XI) Applications of Laser Technology
 - (XII) Advantages and Disadvantages of Laser Technology
 - (XIII) Nanotechnology
 - (XIV) Dark Web

2. **Resume Building Exercise:** Students should prepare their resume under the guidance of teachers. Prepare Resume for the following jobs:
 - (I) Programmer
 - (II) Accountant
 - (III) Sales Representative
 - (IV) Office Assistant
 - (V) Project Manager
 - (VI) Secretary
 - (VII) Lecturer
3. **Active Listening:** Comprehension passages should be read out in the class and exercises should be given.



UNIT - IV

BUSINESS WRITING

STRUCTURE

- 4.1 Business Writing
- 4.2 Business Correspondence
- 4.3 Business Reports and Proposals
- 4.4 Careers and Resume
- 4.5 Questions for Practice

LEARNING OBJECTIVES

1. To make learners aware of importance of business writing and strategies of business writing.
2. To guide learners in drafting effective letters, reports, business proposals and memos.
3. To make learners aware about the process of Career Building and prepare them in drafting Application letters and Resumes.

4.1 BUSINESS WRITING

Introduction

Business writing is very important as it connects with various people associated with the organisation or business. All types of letters, emails, reports, memos, and any formal written communication associated with the organisations is known as business writing.

Importance of Written Business

Business writing is very important as it helps in connecting with the customers, clients, all the stakeholders such as retailers, suppliers, bankers or investors and other business partners. It connects the employees with each other. The supervisors and subordinates while communicating in official way, use business writing. All types of modern means of written communication such as emails, letters, memos, various types of reports are forms of business writing. It is important as it can be served as legal proof and it is used as a record for future business purpose. Any kind of business deal or transaction cannot be done only in oral form, it needs to be written in order to maintain record for future.

The important feature of business writing is that it must be crisp, precise, and concise. Businessmen or the managers remain busy. They do not have time to read lengthy messages. It is essential to write in concise manner by using concrete words. The style, contents and punch of the business writing is different than literary writing which can be more liberal and creative. Business writing is centered around the audience or the receivers. It should be written from the point of view of the receiver after considering the requirements of the receivers. It should not be too technical or full of business jargon. Rather it should be written in a such a way that all people who are going to read the message will understand it. Use of simple and clear and familiar language is must in business writing. We should use positive words in writing the business messages.

Five Main Strategies of Writing Business Messages

1. **Use the 'You Attitude' in your writing:** It means that we should write from the perspective of the receiver means by considering the needs of the receiver. Focusing on the needs, purposes, and interests of the receiver instead of own is known as 'You Attitude.' Instead of use of *I, me, mine, us, our* and *ours*; we should use more of *you* and *yours*. There should be genuine efforts taken in appreciating the needs of the receivers. Instead of this sentence 'We are pleased to announce our new insurance policy,' we can use this sentence 'Now you can avail our new insurance policy.' Here the impression will be more positive for the receiver.

2. **Develop clarity and conciseness:** Clarity implies the use of simple and clear language. A business message must be clear at the first reading. The sender must be clear about the purpose of the contents. The language must be simple and clear to avoid confusion or misunderstanding.

Conciseness means preciseness. A business message must be written in the least possible words without compromising the meaning of the contents. The sender must avoid long sentences and ambiguous expressions.

3. **Be correct and complete in all sense:** Business message must be correct in all sense. The content must be checked thoroughly. Information should be verified before sending. At the same time, the language, grammar, spellings, sentence construction of the sentence, punctuation marks and unnecessary repetitions should be checked before sending the message.

The content of the business message must be complete. It should not raise any question or doubt in the mind of the receiver. While drafting a report or letter, care should be taken to add proper figures or numbers.

4. **Adopt positivity in writing:** Positivity is responded with positivity. Many times, it may happen that one cannot accept all the requests or demands of the receiver. Sometimes, some messages are negative in nature. These messages can be phrased in positive manner. Even many times, bad messages can be conveyed by using positive words so it can redeem the effect of the message.

e.g., 'We cannot send the raw material on time because you have not given us the correct address.'

This sentence can be rewritten as 'We will send the raw material as soon as you provide us with the correct address.'

5. **Be polite and considerate:** Being polite with the reader, will earn the respect and longer relations with him/her. A courteous tone will help to get a positive response from the receiver and it will develop positive image about the sender and organisation he/she belongs. To be considerate means to understand the receiver's needs.

4.2 BUSINESS CORRESPONDENCE

Business Letter Writing

The letter is considered as the oldest method of written communication. In the age of internet when communication is possible through various quick applications, a letter has remained an important medium of communication. A letter can maintain personal touch with the receiver, serves as a record and can be used as a legal proof in business transactions.

Business letter serves many purposes. Letters are written for inquiring and asking for quotations, placing orders, persuading customers and for complaining the supplier for the defects in goods and services. Letters are also written for credit enquiries and collecting dues from the customers. Letters help in maintaining goodwill with the customers and other stakeholders. The differences between the personal and business letters are observed in the purposes, structure, language, and tone. The business letters are more formal, concise, clear in language. Though the letters are getting more informal nowadays, business letters are distinct from the personal letters.

Common Components of Business Letters:

A business letter has the following common components or obligatory parts:

1. **The address of the sender or the letterhead of the organisation:** It contains the organisation's full name, address, pin code, website, official email id, telephone no., fax no. and logo of the organisation. Letterheads should be designed well and it should be printed on good quality paper.
2. **Dateline:** A business letter must contain the date, month, and the year. Without the date, letter is incomplete and not considered valid.
3. **Inside Address or the Receiver's Address:** This is the address of the receiver. In official correspondence, it must contain the designation of the receiver along with the name.
4. **Salutation:** Through salutation, the receiver is addressed or greeted. It creates bond between the sender and the receiver. Some examples of formal salutations are Sir/Madam, Dear Sir/Dear Madam, Respected Sir, Dear Mr. Mehta etc.
5. **Body of the letter:** The message of the letter is drafted in the body of the letter. The message is expressed through the paragraphs of the letter.
6. **Complimentary Close:** This is a conventional way of indicating that the letter is closed. Salutations and complimentary close go together.

e.g., 'Sir' or 'Dear Sir' relates with 'Yours faithfully' or 'Yours truly'
'Dear Mr. Desai' relates with 'Yours sincerely' or 'Yours cordially'

- 7. Signature:** A letter will be considered incomplete and unauthentic without signature. A signature is followed by the full name of the sender and his/her designation. However, the electronically generated letters do not need signature.

e.g., Sd/-

Mr. Ram Ahuja

Manager

Optional Parts of Business Letters

- 1. Reference number:** Many business letters carry reference number which consists the code of the letter and the serial number of the letter. The method of coding may differ from organisation to organisation. A reference number helps in maintaining the record of the letter
- 2. Attention line:** It is inserted to focus the attention of the receiver to whom the letter is addressed. It is written in the following manner:
For your kind attention:
- 3. Subject line:** The subject line highlights the subject of the letter. It must be written in as few words as possible and it should cover the topic of the letter.
- 4. Enclosures/ [Encl]:** Any kind of important documents which can be sent with the letter is known as enclosure e. g., a Resume is enclosed along with application letter.
- 5. c.c.:** It means the carbon copy notations that informs the receiver who are other receivers of the letter.

Strategies of Writing Body of a Business Letter

The paragraphs of the letter comprise its body. Enough care should be taken in drafting the paragraphs of the letter as the body of the letter conveys the message of the letter. Before drafting the letter, the writer should identify the purpose of the message and then plan how to communicate the receiver to fulfil that purpose. Enough planning is necessary in drafting the paragraphs. Notes should be prepared. The content of the letter is expressed in paragraphs.

The opening paragraph or the introductory paragraph gives the required information about the purpose of the letter. The middle paragraph gives the required details and the closing paragraph suggests the expected action. Attention should be given to the style and language of the letter. One must consider the needs of the receiver while preparing the contents of the letters. The paragraphs in the letter should be connected well with each other, which conveys the idea of the letter as a complete whole. This is called coherence. All the Cs of letters such as completeness, correctness, clarity, courtesy, conciseness, coherence and consideration (You Attitude) should be applied in the business letters.

Types of Business Letters

1. Inquiry and Reply Letters

Through the letter of enquiry, a buyer inquire about the goods and services. The main objective of this letter to collect information about the products and services. A buyer can ask for price-list and catalogue. A buyer can also request the supplier to furnish the quotation for the products and services. A buyer can also ask for the discounts or concessions before purchase.

Reply letters are sent by the supplier or seller, in response to the inquiry. The seller should thank the buyer for showing interest in the products and services and give information about the products and services. A seller can mention the special discount or offer in order to induce the buyer.

Sample Letter: Inquiry for the computer accessories

Infomart Computer,
Mumbai

26th July 2022

The Proprietor,
_____ stores

Dear Sir,

I wish to inquire about the range of computer accessories advertised by you in today's 'Indian Express.'

We need to purchase various types of accessories for our shop. I request you to send the latest price list and catalogue of all the accessories. Give more details of the discount offered by you if we place large orders. Please send the details at the earliest.

Yours truly,

Sd/-

Sample letter: Reply to inquiry letter

_____ stores
Mumbai

28th July 2022

To,
Infomart Computers,

Dear Sir,

I am thankful to you for showing interest in computer accessories sold by us. The catalogue and pricelist of our latest accessories is enclosed along with the letter.

We are providing a discount of 10% to all the customers who are placing order in this month. Kindly place your order at the earliest. Do not miss this opportunity and become our special customer.

Yours faithfully,

Sd/-

2. Letters of Orders

After receiving the quotation and the pricelist from the suppliers, the buyer can place order for the goods and services. This letter is known as order letter. Many times, order is placed by filling an order form. If the order form is not available, the short letter is written. Before placing the big order, the buyer can ask for the samples of the products. This is called trial order and it will be followed by the repeat order and then subsequently routine or regular orders.

Sample Letter of Order

Hotel Seawood,
Lonawala

21st June 2022

The Proprietor,
Nilkamal Furnitures,
Malad,
Mumbai

Dear Sir,

We thank you for sending us the catalogue and price of the furniture products supplied by you.

We would like to place a trial order of 20 chairs for our hotel as per the pricelist. An order form is enclosed giving details of product no. and colour specification. If we find your products of the best quality, we may place future order with you.

Please note that order must reach us within seven days. Payment will be done on C.O.D. basis.

Yours faithfully,

Sd/-

Manager

Reply to the Order Letter

It is essential to reply to the letter of orders immediately. By replying to the order letter, the supplier should confirm the dispatch of the goods/services on time. This letter should begin by thanking the customer/buyer. The supplier should mention the name and quantity of the goods dispatched or being dispatched soon. This letter should also mention the date of the dispatch of the goods, expected date of the receipt or the date of the delivery of the goods, mode of transport, place of the delivery, mode of payment and reference to enclosed bill.

Sample Letter of Reply to the Letter of Order

Nilkamal Furnitures,
Malad,
Mumbai

25th June 2022

The Manager,
Hotel Seawood,
Lonawala.

Dear Sir,

We are very much thankful to you for placing an order of 20 chairs for your hotel. We are dispatching the chairs as per your order and specification of colours and sizes.

We hope you will find our products of the best quality and durable. Please send the feedback for the quality of the products.

We look forward for the large orders from you in future.

Yours truly,

Proprietor

3. Letters of Complaints, Claims and Adjustments

It is possible that there will be mistakes or discrepancies in business or in executing order for the goods or the services. If such mistakes or errors are observed, it is necessary to inform the seller immediately and see that these mistakes are corrected and adjustments are made. Letters of complaints, claims and adjustments are written by the buyers and sellers to each other.

A letter of complaint can have the following reasons.

- Goods received in a damaged condition
- Unsatisfactory quality of goods
- Wrong goods received
- Quantity of the goods different from what was ordered
- Unsatisfactory services or work completed
- Discourtesy from staff
- Mistakes in bills etc.

A complaint letter should point out the mistake or the reason for the complaint very clearly and a request for adjustment should be done.

A claim is a demand of action made by a customer to compensate him/her for any mechanical, physical, or functional defect in a product purchased.

Sample Letter of Complaint

Anand Sahni
A/3/61,
Vinayak Co.op. Society,
Mulund (E),
Mumbai.

28th June 2022

The Manager,
Sun and Shine Resorts
Palghar

Sir,

This is with reference to our recent visit and stay in your resort between 16th and 18th June 2022. Please be informed that while we have had great reviews on various portals, the experience that we personally had during the stay did not match up to our expectations at your resorts.

Just to list down a few problems that we experienced during our stay included poor reception service, unclean rooms, non-functioning swimming pool and gym and the quality of the food as well.

Request you to immediately look into all the above and resolve the issues at the earliest since hotel industry is built on the reputation of hospitality.

Yours faithfully,

Sd/-

Anand Sahni

Granting Claims and the Adjustments

A response to a letter of complaint is called an adjustment letter. Through the letter of adjustment, the seller tries to reach to the customer and explain the cause of the complaint or reason behind the inadequacies in product or service. The adjustment letters try to gain the confidence of the customer and maintain goodwill.

Sample letter of Adjustment: (Reply to the letter of complaint)

Sun and Shine Resorts
Palghar, Thane District

31st June 2022

Mr. Anand Sahni
A3/61,
Vinayak Co.op. Society,
Mulund(E),
Mumbai.

Dear Sir,

We received your letter dated 28th June 2022. We regret for the overall inconvenience caused to you and your family at our ‘Sun and Shine Resorts.’ I am aware that such kind of situation would have affected the regular customer like you.

Our resort is undergoing renovation work and we are adjusting with the problem of lack of experienced staff post-Covid. Though all our staff members are well trained, this type of behaviour might result because of work pressure due to increasing number of customers. All our staff members were properly reprimanded for this mistake.

I take the entire responsibility of this matter. I assure you of the best quality service and cordial treatment from our staff in your future visit. We are offering you a complimentary free-stay on the weekend to your family. You can select the date as per your convenience. Hope you will love to visit our resort again.

Yours faithfully,

Sd/-

Manager
Sun and Shine Resorts

4. Letters of Collections

Collection letters are written by the creditors and addressed to the customers who have availed credit or taken loan. Through these letters, customers are reminded to return the credit or loan which is overdue. The language of these letters is friendly in the beginning and it becomes stern and it can lead to warning afterwards.

5. Sales Letters

Sales letter are drafted for promotion of the products and services. These letters are sent to the prospective customers (future customers) who can buy your products or services. The language of the letter should be easy and attractive and convincing to the buyer. This letter should be based on AIDA formula.

AIDA FORMULA

A- ATTENTION

I- INTEREST

D- DESIRE

A- ACTION

A – Seeking Attention towards the products/ services.

I – Developing Interest of the customer.

D – Developing desire about the products/services.

A – Promoting an action of buying/ booking a product or service

Points to be Remembered in Drafting the Sales Letters

1. This letter should start by asking questions, showing contrast, giving statement, or giving statistics. The main objective is to seek the attention of the reader.
2. Explain the features of the products/services.
3. Give offer to your customers in the form of discount concession. Try to appeal the psychological needs of the customer such as ego, esteem, appreciation, praise etc. That will help the customer to think about your product or service.

SAMPLE SALES LETTER

- Q.1. Draft a sales letter to promote ‘Innaya’ face-cream launched by your own company, which will be useful for all age groups and for both men and women. This cream is based on Ayurvedic formula.

**Joy Ayurvedic Products
Virus Industrial Estate,
Andheri [w],
Mumbai.**

17th February 2022

To,

13/503, Utsav GHS
Near Oshivara Police Stn,
Andheri (W),
Mumbai – 400053

Dear Sir/Madam,

It is said that ‘**Beauty lies in the eyes of beholders,**’ but it is not true. In today’s world of glamour, we are expected to be presentable and smart on all occasions. In order to look presentable, we need to take care of our skin which is mirror of our personality.

We are introducing a face-cream ‘Innaya’ which will be useful for all age-groups and it can be used by both men and women. ‘Innaya’ is manufactured after prolonged research in our laboratories and it is based on Ayurvedic formula and it contains products such as saffron, turmeric, sandalwood, milk, etc. which are very healthy for our skin. No animal products are used while manufacturing the cream. The prices are also affordable for common public.

‘Innaya’ cream will create wonders on your skin; it contains moisturiser which will make your skin smooth in winter. It is a good remedy (solution) for pimples also. The very important feature about the cream is after applying it, your skin will start glowing and the glow will last for longer time.

So why are you waiting? Instead of using chemical-based products, use 'Innaya' which is available in all the nearest chemist shops. We are sending a complimentary pack of sachets to you. Please give us your valuable feedback on our products. We are also sending one offer coupon with this letter. Show it to nearest your chemist and get 20% discount on 'Innaya' cream.

Yours faithfully,

Sd/-

Sales Manager

Writing Memos

A memo is a short form of the word memorandum which means 'A written statement prepared by a person in order to give information about a particular matter.' It is a short formal note written to one or many persons to whom certain information or instruction should be passed. It is a short, handwritten, or typed message which is sent within the organisation. It could serve many purposes such as reporting a matter, giving information to colleague, or a superior or a subordinate or sending instructions related to the work. While drafting the memo, care should be taken in sending the message in brief and clear manner. The information should be sent concisely and clearly.

Following is the standard format of the memo.

- A. Sender and the receiver's name
- B. The message or the matter to be communicated
- C. The date
- D. The signature, with authenticates the note.

Example:

Company's letterhead

Inter-office Memo

21st September 2022

To: Aditya Sathe

From: Madhur Paranjape

Subject: Arrangements to be prepared for the Board of Directors' Meeting

This is to bring to your notice that the Board of Directors Meeting is scheduled in the next week on 27th September 2022 at 3 p.m. in the Company's Seminar Room. The following arrangements should be made for the meeting.

1. Seating arrangement for around 12 members and sound arrangement.
2. Projector
3. Folders for each members containing copies of Agenda of the meeting and profit and loss account.
4. Arrangement for the refreshment.

Kindly report to me if any assistance is required.

Sd/-

4.3 BUSINESS REPORTS AND PROPOSALS

What is report?

Definition of Business Report: When a report is written for business purpose, it is called business report. It is a little bit different from other reports. A business report is prepared containing business-related information that assists the management to take better decisions. Some definitions on business report are given below:

- According to **Lesikar and Petit**, “A business report is an orderly, objective communication of factual information that serves some business purpose.”
- **Boone and other** said, “A business report is a document that organises information and a specific topic for a specific business purpose.”
- According to **Murphy and Hildebrandt**, “A business report is an impartial, objective, planned presentation of a fact to one or more persons for a specific, significant business purpose.”

So, a **business report** can be defined as an organised, written statement of facts related to specific business matter. It helps the interested persons to get insight into the problem and to overcome the problem.

Steps in Writing Routine Business Report

1. **Planning before writing:** Writing report is a serious activity and to be considered as a project. Before writing one needs to plan what exactly one wants to achieve. It will help to create report in a clear and simple style.
2. **Check in for in-house format:** Companies normally do have an established format for formal business reports. It can be found in Company’s handbook. Such established format gives report a professional touch.
3. **Add a title:** Title is generally given with a brief. If not it has to be given by the reporter along with name of the report writers and date.
4. **Table of Content:** It immediately follows title and names of authors. It makes easy to read the report if it is too long and complex. It is advised to write table of contents after one finishes the whole report, though it comes earlier.
5. **Add Summary or abstract:** It is optional part of the report. It is essential only if the report is long. It should be done at the request of the person who has demanded it. It gives brief overview of the report to the reader.
6. **Introduction:** This section explains the purpose of the report and the background information on the subject one is writing report. It includes definitions and summarise main argument.
7. **Outline the Methodology:** This section explains research methods used while writing reports like qualitative, quantitative or combination of both and clear justification for using these.

8. **Present the findings:** This section presents the findings i.e., outcome of the research. Findings and outcome have to be presented logically and concisely. Findings should be organised using headings, subheadings, and numbered sections. It can be presented with the help of bullet points and with the help of a table. It can also be presented with illustrations and graphics—such as infographics—but one need to be sure that these graphics are appropriate for the report.
9. **Finish with a conclusion and recommendation:** After collecting the findings assessment is necessary along with recommendations. One can add goals along with measurable actions to them. Each goal, method or option suggested should tell the reader how it will affect the organisation.
10. **Add a bibliography and appendices:** It includes all the resources one has used in writing report. It includes online articles, periodicals, and books. These may include questionnaires, maps, notes, summaries, charts, tables, illustrations, and others. Label each note, map, and other documents with a letter so that one can reference them clearly in the report.
11. **Proofread:** Once the writing is finished, report should be proofread. It should be free of grammatical and spelling mistakes to make it credible. Complex words and slang should be avoided. Jargon and technical terms should not be overused.

Essential Elements or Parts of a Business Report

1. **Title Page:** It is also called as heading of the report. The title page contains the name and address of the reporter, the name and address of the receiver and the date and place of submission of a report.
2. **Table of Contents:** Table of contents immediately follow the title page. It includes table of contents along with their page numbers. It gives full view of the report. One can have a brief idea of the full contents of the report by reading the table of contents.
3. **List of Figures or List of Illustrations:** It deals with the map and pictures which are related to the report. The names of map and pictures are given with page number under this part. Through such type of map and pictures readers can have proper and clear understanding of the report.
4. **Abstract or Summary:** An abstract or summary gives overall view of the report briefly. An abstract is called synopsis. It is generally agreed that an abstract or summary should be written in 300-500 words.
5. **Introduction:** Introduction is the major part of the report. It brings out in nutshell the major components of the report. It includes the following information.
 - Authors of the report and terms of reference.
 - Brief history and background of the subject matter of the report.
 - Scope of the study of the study i.e., the list of areas to be covered in the report within the subject matter.
 - Limitations and qualifications of the report.

- Methodology used to collect both primary and secondary data. The list of sources of secondary data should be provided for the reliability of the report.
 - Definitions of special terms and symbols if desirable. Generally, the introduction of the report attracts the attention of the reader. It is necessary for the further study of the full report.
6. **Discussion (or) Description or Body of the Report:** This is the main part of the report. The contents of the report should be systematically presented with suitable headings and sub-headings. It contains the findings by the reporter(s) along with his/their comments. The subject matter is explained with the help of charts, graphs, statistical tables etc. Sometimes, excerpts from other reports can be included in order to improve the quality of the report.
 7. **Recommendations:** The reporter(s) can suggest his/their recommendations along with the report. When a report is prepared by a committee or sub-committee, the recommendations are put in the form of “motions” or “resolutions”.
 8. **Conclusion:** The reporter should give a definite conclusion at the end of the report. Generally, the conclusion is based on the findings and nature of the subject matter dealt in the report.
 9. **List of References:** Some excerpts may be used from any other report or books, periodicals, magazines, journals etc. If so, the page number of the relevant items should be given as footnotes on the page on which they are cited or given as references at the end of the report. The list of references may be arranged in a chronological order in which they occur in the report or presented in an alphabetical order.
 10. **Bibliography:** The reporter needs to refer many books for the extensive research. Those books should be written under the headings of bibliography at the end of the report.
 11. **Glossary:** Glossary is essential to understand the report in right direction and sense. It explains the technical terms used in the report writing. Technical terms can be explained as footnotes on the page in which the technical term used. Sometimes they are explained at the end of the report. There are no hard and fast rules for giving the glossary.
 12. **Appendices:** Primary data and statistical information is used for report writing. Statistical information cannot be included in the main body of the report in order to keep the main line of argument. But these are necessary for proper understanding of the report. Hence, these are given as Appendices at the end of the report.
 13. **Index:** Index is divided into two. They are subject index and name index. Subject index includes page number(s) of important words. Name index includes page number of various individuals or institutions which are appearing in the body of the report. Index is highly useful to the readers who can easily turnout the page number for quick reference.
 14. **Signature:** The business report is signed by the person(s) who has (have) submitted along with date. In the case of committee or sub-committee report, all the persons are expected to sign with date. If not so, the chairman of such committee or sub-committee can sign with date on behalf of its members.

SAMPLE BUSINESS REPORT

A committee has been given a task of finding out the causes of decline of Sales of laptops supplied by Technocraft Company. Committee consists three members. As a chairperson of the committee, prepare an Investigative Report. Find the causes of decline of sales of laptops and suggest solutions to overcome the problem.

Cover Letter

Date: 10th February 2022

The Managing Director
Technocraft Co. Ltd.
Mumbai

Subject: Submission of Report on Decline of Sales of laptops

Dear Sir,

On your recommendations through a letter dated 10th January 2022, a committee was formed to find out the causes of the decline of the sales of the laptops manufactured by Technocraft Co. Ltd. The committee was asked to submit its report within a month.

The committee has investigated the problem and the report is ready for your consideration. We hope the recommendations given by the committee will be accepted by the management.

In case of any clarification, please feel free to contact us.

Yours truly,

1. _____
2. _____
3. _____

Report

Report on decline of sales of laptops manufactured by Technocraft Co. Ltd. Dadar, Mumbai

1. **Terms of Reference:** A committee was formed to evaluate the problem of decline of the sale of the laptops manufactured by Technocraft Co. Ltd. The committee was formed on 10th of January 2022, as per the instructions received by the Managing Director of the company Mr. Sushil Bhargav. The committee was asked to submit its report by 10th of February 2022. The names of the committee members are as follows:
 1. _____
 2. _____
 3. _____
2. **Procedure:** The members of committee met on regular basis to find out the solutions on the problem. The members conducted the market study and evaluated the laptops of various companies and checked their quality parameters. The members also conducted

the online survey of their customers and took feedback from the customers who have purchased laptops recently. The survey was conducted by face-to-face interactions with the customers.

3. **Findings:** The members observed the following details:
 - A. It was observed that most of the laptops sold in the market are very light-weight and therefore easy to carry.
 - B. The prices of the laptops available in the market are lesser than the laptops sold by Technocraft Company.
 - C. The customers who have recently purchased our laptops are satisfied with the products but some customers complained that the laptops get heated very fast and needs constant charging. The battery of the laptop does not last longer.
 - D. Some consumers complained about the delicate outer cover which can get damaged easily.
 - E. The advertisement methods used by Technocraft Co. Ltd. are traditional and lack the modern approach.
4. **Conclusion:** The committee concluded that there is great scope in improving the manufacturing methods of laptop as per the market standard and expectations of the customers.
5. **Recommendations:** The committee members recommend the management to consider the following measures to improve sales.
 - (i) There is need to pay attention to the weight of the laptops and battery. The weight of the laptops should be lesser than 500 gms than the current laptops. The attention should be given to the quality of the battery also.
 - (ii) Attention should be given to the quality of the cover. It must be sturdy.
 - (iii) The management must consider the proposal to revise the cost of the laptops by 20%.
 - (iv) The problem of overheating should be solved immediately.
 - (v) There should be enough attention to the research and development [R and D] for every product sold by the company.
 - (vi) It is required to change the methods of advertisements. The modern means of the advertisement through social media and internet should be employed.

Signatures:

1. _____
2. _____
3. _____

Place: Mumbai

Date: 10th February 2022.

Corporate Report and Business Proposal

The key difference between report and proposal is that report is a short, concise, and precise document with a specific purpose to be presented to an audience, whereas proposal is a plan or an idea, especially in written form, to be suggested for the consideration of others.

One is designed to analyse situations and suggest improvement. The other is for generating business.

A business report is for analysing business situations — either hypothetical or real — and then providing suggestions for improvement. They can be formal or informal depending on the recipient, but a formal business report should include at least the following:

- Cover sheet with a title, company name, address, and date
- Table of contents for reports ten pages or longer
- Report summary
- Introduction with the report's background and methodology used
- Main body with organised headings and subheadings
- Conclusion with recommendations for improvement
- Appendix, including supporting graphs and/or charts

Informal business reports can be much shorter. If you include the problem and a few suggestions, an informal report can be just one or two pages.

A business proposal is a document that asks another company to do business with you. Most business proposals are sent by suppliers to win contracts or projects and should include at least the following information:

- Project scope
- Products or services to be delivered
- Project cost
- Completion date and milestone timelines

Some additional information is needed depending on the type of business you want to do. When you write a job-specific business proposal, be sure to include information like target market reports. The more detailed your proposal, the better. If the client approves your bid, they will accept the terms and sign your business proposal.

Sample Business Proposal

BUSINESS PROPOSAL

Title: Project proposal on setting up of Gymnasium facilities in Adarsh Housing society.

- Submitted to
The Secretary,
Adarsh Housing Society, Goregaon (W), Mumbai.

- By Chairman
Parulekar Health Management Services
Ranade Road, Dadar (W), Mumbai.
- Submitted on 8th March 2022

Proposal

A. Introduction

Parulekar Health Management Services was started by Mr. Suresh Parulekar, an ardent follower of health management who believed in notion of health is wealth. Parulekar Gym started in the year 1991 at Dadar (W) with a vision of providing health training facility to common people in Mumbai city. As we are aware that life in Mumbai city is not easy and it is full of stress, so our aim was providing the best quality gym training to the common people along with the traditional Yoga and other facilities. Today there are 216 branches of Parulekar gym in Mumbai city. We wish to provide more service to all customers with best trained instructors and our well behave staff.

B. Problem

Managing Health in today's time is a very big challenge for a common man. Indians are facing many health problems due to wrong lifestyle, fast food consumption and lack of exercises. Many times, there is willingness for exercise but because of lack of space and proper training, it is difficult to manage exercise routine in Mumbai city. At the same time the requirements of men and women and young generation are not same, to fulfil all the objectives is a big challenge.

C. Needs

To face the challenges of modern lifestyle and lack of space in houses, Parulekar Health Management Service provides convenient and flexible gym facility in many places at reasonable rates. Though our traditional health system relied on yoga, pranayama, there is a need to start training in cardio or weight management and so on.

D. Objectives/ Purpose

We believe in following objectives for health management.

1. To provide the basic gym training to all the customers.
2. To prepare schedule as per the customer's requirements, so depending on your society's customers, we will include new training regime. [schedule]
3. To provide dietary consultation to every customer and help in managing goals in weight management.

E. Scope and Limitation

Parulekar Gym will be operational in the month of April. Our membership will be open to all the members of Adarsha Housing Society. The outsider members will have to pay 10% extra amount for registration. The membership will be valid till 1 year. It can be renewed and there are options for 2-year, 5-year, and life time membership also if a resident changes his/her location, he can shift his membership to any other gym of Talwalkar Health Management Service in Mumbai.

F. Plan of Action

We require a very spacious location of minimum of 2000 square feet in your society after the proposal is accepted and contract is signed. We will install all the equipments in gym. The entire responsibility of renovation and furniture setup will be done by Parulekars Gym. The publicity and marketing also will be carried out by our staff. We require the spacious location and permission from the management committee of your housing society.

G. Estimated Costs/ Budget

We have various plans for our customers. Every member who is joining the first time has to pay registration fees of Rs. 2000. Annual membership will be Rs. 20000 which will include all the training, dietary consultation, yoga training, power yoga, Zumba training, etc. Our expert trainers will help every customer. We also provide reference to various laboratories for consultation. Before starting gym training every customer has to undergo compulsory health check-up. Upon our reference, these customers will get 20% discount on health check-up.

We are expecting a positive response from you.

Sd/-

Chairman

Parulekar Health Management Services.

4.4 CAREERS AND RESUME**Introduction to Career Building**

To find a rewarding career is a blessing. Career is not merely a big fat salary and other perks or rewards associated with it. It is a process of searching and selecting a suitable job position for oneself which will be satisfying and truly rewarding. Career building is different than searching a job. Searching a suitable job will lead us into finding a current job, that is necessary. Career building is a long process which will motivate a person to think what he/she wants to be in next five, ten or twenty years. This kind of thinking will lead to planning a career which will be meaningful, rewarding and which will give a person satisfaction.

Career building process is personal and every individual will have his/her own interest, liking and goals. Some people may like desk-jobs. Some may like connecting with people. Careers in media or marketing will be suitable for these people. Teaching to the underprivileged children will be rewarding for some people. Introvert persons like to be with their own and adventurous people would like to explore new careers. So, it is individual choice to select your own career based on your interest, choices and goals. Career building at young age or before the start of the career is essential and will be more useful, at the same time it can be done in mid-career also. Though in the mid-career, it will take more time to select a suitable career, it can be rewarding.

The fresh graduates who are looking for their first job, should start planning their career. The career planning process includes doing research about the companies they are interested in, preparing resume, presenting one's interests and skill sets, engaging networks, joining a company, and making all efforts to reach up the corporate ladder.

Every student who wishes to start his/her career, should do first self-analysis. It includes, understanding one's interests, finding one's short-term and long-term career plans, what one expects from the job etc. It also includes finding one's interest in the job or the city or place you would like to select and nature of work. Every candidate should update technical skills, communication skills and knowledge about business and current affairs. One should do proper research of the organisations, before appearing in the interview. One should make genuine efforts to increase professional contacts which is called networking. Professional networking sites will be very useful in this. It is also advisable to take help of professional counsellor to understand the right career for oneself. One must prepare a proper resume before applying for job. Online recruiting process has facilitated the methods of selection. One must understand the entire process and how to develop one's resume in order to get shortlisted. Resume building is an important step for career building.

Resume Formats

Resume is a brief summary of your educational qualifications, professional life, objectives, goals, and some key details about yourself. Bio-data, Resume and Curriculum Vitae are documents which are enclosed with covering letters for the job. Bio-data is a traditional method of preparing one's profile. There are few differences between the Resume and the Curriculum Vitae. The Resume generally fits into one page and more professional. Curriculum Vitae can be more extensive. It is expected that resume should be clear, should display honesty and it must be precise. There are three main formats of the Resume.

I. Traditional Format

Resumes is a write-up which accompanies the covering letter of application and which summaries the applicant's personal and academic details, skills, and job experiences. Resumes can be written in chronological, functional and combination style.

Resume should contain the following contents:

1. Personal details – name, address, contact no., Email ID, gender, date of birth, nationality, languages known
2. Summary or candidate's profile or career objective
3. Academic qualifications
4. Job experience
5. Skills such as computer skills, communication skills, peoples' skills, leadership qualities etc.
6. Strengths of candidate
7. References-(optional)

Proper care should be taken while drafting the Resume. Applicant should highlight his/her strengths and skills, but should never give false or exaggerated information about himself/herself. Be careful in writing your hobbies and interest. Attention should be given to the fonts, spacing and layouts. It is essential to update Resume every year. Double check the spellings, grammar, and punctuation mistakes.

Types of Traditional Resumes

1. Chronological Resume

This format of resume presents sequential work history/academic history in reverse chronological manner, starting with the most recent achievement/experience. This format is more suitable to the freshers, recent graduates, and mid-level managers/executives.

Example: 1.

Bio-Data

1. **Name** : Miss Rucha Sharma
2. **Address** : Flat No. 12, Building No. 14, Evershine Nagar, Vasai West.
3. **Contact No.** : 022 4567899
4. **Mob. No.** : 8909008022
5. **E-Mail Id** : ruchasharma@gmail.com
6. **Date of Birth** : 29th November 1995
7. **Gender** : Female
8. **Nationality** : Indian
9. **Marital Status** : Unmarried
10. **Languages Known** : English, Hindi, and Marathi
11. **Hobbies and Interests** : Reading and Trekking
12. **Education** :

Sr. No.	Name of the Degree	College/University	Year of Passing	Percentage/Grade
1	B.Ed.	Adarsh College of Education,/ University of Mumbai	2018	A Grade
2	B.A.	Gokhale College of Arts, Commerce and Science/ University of Mumbai	2016	A Grade
3	H.S.C.	St. Lawrence Junior College	2013	71%
4	S.S.C.	St. Lawrence School	2011	76%

Successfully completed One Year Course in Counselling from Mind Matters Institution, located at Tardeo, Mumbai

13. **Experience** : One year experience of teaching English language and History subjects at Don Bosco School, Borivali, Mumbai for the academic year 2018-19

14. **Extra-Curricular Activities** : 1. Participation in N.S.S. Activities during College. I took part in various community programmes and projects conducted by our college
2. Participated in various Athletic events during school and college.
15. **Professional Skills** : 1. Knowledge of Computers including Microsoft Office [Word, Excel, and Access] and Tally.
2. Expertise in Child Psychology and Counselling
3. Good Communication Skills
16. **References** : 1. Dr. Mrs. Geeta Patel
Principal
Gokhale College of Arts, Commerce and Science
Contact No. -----

Sign

[Name of the Candidate]

Date:

Place:

2. The resume can be presented in this manner also.

Suresh Belagali
Mob No. 9845567890
Email ID: sureshbelgali@gmail.com

Career Objective: To be associated with a firm, that provides career development opportunities and contributes in its progress through my knowledge and skill.

Personal Profile

Name : Suresh C Belagali
Date of Birth : 17th July 1999
Address : Flat No. 43, Akanksha Society,
Pandurang Wadi, Goregaon (E),
Mumbai – 400104
Contact No. : 9845567890
Email ID : sureshbelgali@gmail.com
Gender : Male
Marital Status : Unmarried
Languages Known : English, Hindi and Marathi

Educational Qualification

Sr. No.	Qualification	School/College	Board/University	Percentage/Grade	Passing Year
1.	B.Com.	S.M. College of Arts and Commerce	University of Mumbai	A Grade	2020
2.	H.S.C.	S.M. Junior College of Arts and Commerce	Maharashtra State Board.	67%	2017
3.	S.S.C.	Motilal Nagar Secondary School.	Maharashtra State Board.	73%	2015

Skills

- Excellent Communication Skills, Knowledge of Computers and can operate Tally

Hobbies

- Drawing
- Reading Books and Singing.

Work Experience

- Worked as an accountant at Nirlon Textiles Ltd. from July 2020 to March 2021

Declaration

- I hereby inform you that above mentioned information is true to best of my knowledge.

Place: Mumbai

Date:

Signature:

3. Functional Resume:

This format of resume highlights the most relevant aspects of one's professional history, job experience, skills, academic information, specialisation areas and other relevant history. It is written by experienced person working in a particular field.

Example:

Sanjay Nikam.
C6/7, Flat No. 56,
Chandralok Society,
Dahisar East,
Mumbai 400104
Mob. No.: 9858930002
Email ID: Sanjayn2@gmail.com

Career Objective

To join the Publication Industry as a professional writer and explore new avenues of journalistic writing.

Education

MA in English, University of Pune, 2003

BA in English, Other subjects: Sociology and Political Science, University of Pune, 2001

Diploma in Journalism from University of Mumbai, 2004

Demonstrated Abilities

- Ability to write well: Demonstrated the ability of good writing and actively participated in all types of feature writing for a newspaper.
- Ability to edit publications: Experience of editing various types of reports and documents as a freelancer.
- Knowledge of Printing Technology: Acquired a diploma in printing technology from Commercial Printing Institute, Mumbai. I possess the functional knowledge of printing industry.
- Proficiency in English language and sound knowledge of Hindi and Marathi languages.

Experience

- Worked as a journalist and copywriter for a local newspaper 'Evening Views' for two years 2008-2010.
- Assistant Editor of Magazine 'College News' for 6 years 2004-2010
- Currently working as a Senior Journalist at a National level newspaper since 2010

References will be provided on request.

4. Combination Resume

This format of resume combines features of the chronological and functional resume. It can highlight the skills of the candidate and work history. It is suitable to the experienced candidates and not for freshers.

II. Electronic Resume

Electronic resume is a Resume that is sent to a potential employer electronically. Due to advancement of digital technology, recruitment processes have undergone rapid changes. The traditional methods of sending the resume by post are gradually being replaced by the modern methods of electronic resume. The online job application process has made it accessible to the candidates to apply online and submit their Resume' electronically.

Electronic Resumes are of three types. 1. ASCII Resume [plain text] 2. Social Media 3. Scannable Resume

An ASCII Resumé is method of sending the content of resume which are not formatted into a body of an e-mail or which can be entered into an online form.

Social Media Resumes include HTML and are based on key components. These resumes are posted as a part of personal website or online portfolio. These resumes are uploaded on social networking sites also. Because of their relevant keywords, it becomes easy to search the contents online. Resumes posted on LinkedIn is an example of Social Media Resume.

Scannable resumes are submitted in paper form and are scanned into an automated applicant tracking system (resume database), and are converted into electronic forms. Many organisations use these methods of scannable formats in the recruitment process.

Electronic resumes are useful for the employers. Based on the requirements, the employers can select the key-words and search the suitable candidates and the skill sets needed in the candidates by using the keywords. Search engines and data tracking softwares assist in recognising key-words and by other criterions such as numbers, density, and type of key-words etc. to determine the ranking in the resume. Resumes which get highest ranking will be selected and viewed by the employer. So, it is important that a resume should be rich in key words and phrases in the industry and experience and the expertise of the candidate.

III. Video Resume

A video resume is a brief video submitted with a job application. This video provides supplementary details of the skills, personality, and qualifications of the candidate. It is advised to the candidates that even if they wish to submit video resume, they should still write a traditional resume.

Video Resumes can be a powerful tool to get attention of the potential employer. The candidates can prepare a formal or informal videos with some creativity. A quality video resume can give better edge to the candidates working in the industries such as media, fashion, technology, marketing, design etc. Candidate's skills of presentations, and interpersonal communication skills are given more weightage in these industries.

It is essential to practice well before shooting the video resume. A well edited resume will create good impression on the employer and poorly shot video can be a disaster. So, it is important to prepare well before shooting the video. The candidate should determine what message he/she wishes to give. There are various formats of video such as plain narration, interview style, showcasing format (showing your work instead of words), demo reel or mix format. It is important to select a suitable format as per the interest and suitability of the candidates' profession.

A video should be structured well. It must contain an introduction, qualification, and conclusion. In the introduction, the candidate should state full name and the job title he/she is interested in. Afterward, the candidate should mention the qualification. The following points should be considered; professional experience, accomplishments, awards or any professional achievements, education, technical skills, references of managers or co-workers and reference to the links such as LinkedIn profile, portfolios, and social media accounts.

In the conclusion, the candidate should brief quickly why a company should appoint him/her, special qualities the candidate will be offering to the organisations and how the organisation will be benefited. It is essential to prepare a proper script of the video resume. Candidate should highlight the qualifications and accomplishments. The video should be shot well in considering the technical elements such as camera, audio, and light. A video must not be very long. It should be in between 60 seconds to maximum two minutes. It should be appropriate and professional. Creativity can be an important feature of the video resume.

Sending Resume

Resumes can be sent by post along with the covering letter addressed to the employer. At the same resumes can be sent by emails through attachments. A brief covering letter should be drafted professionally to make it appealing. An electronic resume should be uploaded for online recruitment process. A video resume can be sent or the link of the video can be sent to the prospective employer.

Follow-up Letters/Emails

Successful salespeople know the wisdom of 'fourth call rule'. The sale is usually made on the fourth call and not on the first. Candidate's success in selling one's services to an employer may well depend on follow-up communication ----- those call, visits, letters, emails that politely remind an employer how much one want job.

Follow-up letters/email fall into four categories in the process of recruitment.

- **First follow-up letter/email is written after submitting job application.**

Mr. Nanda Sahukar
B/605, Badal CHS,
J.P. Nagar, 2 Stage
Bangaluru-67

Dt: 11/10/2022

Manoj Kher
Solanki Business Private Ltd.
4th Lane, Jayanagar 2nd Block,
Bangaluru-45

Sir,

I hope you are fine. I sent a job application for the post of Senior Manager about three weeks ago at Company's office address and I am sending inquiry letter to follow up on the status of the application. However, I understand that you are likely very busy with other projects. I am really thrilled for the opportunity to work with company and with my five years of experience as a manager, I believe I possess the necessary qualification to fulfil the role diligently.

I have attached cover letter and resume for your convenience. Please do not hesitate to let me know if there is any other material you need. You can reach me at 000000000 or via nanda.sahukar@gmail.com. Thank you for your time and I look forward to hearing from you.

Regards,

It is also written after receiving letter to attend the interview i.e. letter accepting an invitation to the interview.

Shruti Prasad,
B/201, Samarth CHS,
Kalanagar,
Mumbai 78

Dt. 23 Oct, 2022

Pavan Mishra,
Personnel Manager,
Parle Agro,
Chakala road,
Andheri (E),
Mumbai 99

Sir,

Thank you for your consideration and invitation to interview for the role of product manager at Parle Agro. I am available this Wednesday at 2:30 PM and look forward to meeting with you to discuss this opportunity in more detail.

Please let me know if I can provide any additional information before our meeting on Wednesday afternoon at your office.

Sincerely Yours,

Shruti Prasad
Prasad.shruti@gmail.com
Mob No.: _____

- **It is also written when one receives 'no, but good luck'. One may write thank you I am still interested.**

Kishor Desale,
C/102 Star Complex,
MG Road,
Dombivali (E).

Mr. Shankar Sahu,
HR Manager,
Ample Technologies,
Ashok Nagar,
Malad,
Mumbai 64.

Sir,

Thank you for getting back to me about your hiring decision. I am disappointed to hear that I was not selected for the job of Senior Engineer. I greatly appreciate the opportunity to interview for the job and meet some of the members of your company. I thoroughly enjoyed learning more about your organisation and would love to be considered for any future job openings that may become available.

If you have a moment to spare, I would be interested to hear feedback you have regarding my application and interview. If any details you can provide would be helpful to my job search.

Thank you again for your time and consideration. I hope our paths cross again and wish you all the best.

Sincerely yours,

Kishore Desale
Shankar.sahu@gmail.com
Mob. No.: _____

➤ **It is also written as a thank you letter for an interview.**

Satish Patnaik,
H/101, Lotus CHS.,
Kamdhenu Nagar,
Bangaluru-56001
23 Sept, 2022

Mrs. Smita Somani,
HR Head,
Complete Solutions,
Indira Nagar,
Bangaluru

Madam,

Thank you very much for your time yesterday. It was a pleasure speaking with you about the account executive's role. From our conversation, it's clear Complete Solutions has the energetic and hardworking environment I am seeking.

I especially enjoyed discussing need for someone who could communicate effectively to bring out the best among the employees. For the last five years I encountered many such communication problems and worked hard to overcome them. In my relationship with clients, I focused on building trust and boosting credibility and I am excited to bring that skill set to Complete Solutions. If you need any further information, please feel free to contact me by email or phone.

Thank you again.

Regards,
Satish Patnaik,
Satish.patnaik@gmail.com
Mob No.

- **Follow-up communication is done when you are selected for the job. It is letter of acceptance.**

Sujit Maurya,
E/608, Goldmist CHS,
Gurudwara Road,
Kandivali,
Mumbai-67
5 Dec, 2022

Mausami Singh,
HR Manager,
Digital Solutions Pvt. Ltd.,
Village Road, Mulund,
Mumbai 80

Sub: Acceptance letter

Madam,

Thank you for offering me the position of Assistant Accountant with your company. I am pleased to accept this offer and look forward to join the company on 7 Dec, 2022.

As discussed, my starting salary will be Rs. 50,000 and health and insurance benefits will be provided as per the rules.

Thank you again for giving me this wonderful opportunity. I am eager to join the team and make a wonderful contribution to the company.

If there is any information and paperwork you need to complete, please let me know and I will arrange as soon as possible.

Sincerely yours,

Sujit Maurya,
Sujit.maurya@gmail.com
Mob No.: _____

Online Recruitment Process

During lockdown employers have exploited online sources at its maximum. Online recruitment has found very useful to both employer and employee. Use of the internet for recruiting has made it easier to source candidates and conduct interviews as well as process the relevant paperwork required to hire and train candidates. Online recruitment is a way to provide businesses with an efficient and cheaper way to fill positions.

The company can use following means for online recruitment.

Company website: Company website is the starting point to showcase workplace culture and show people that the company should be their employer of choice. Company can post job listings on its website.

Internet ad campaigns: Company can use pay-per-click ads on different search engines, like Google, and social media platforms to boost awareness of its job openings.

Social Media: Generally, LinkedIn is thought of as a professional social media site and most people would think of it when it comes to recruitment. However, other social media platforms, like Facebook and Twitter, should not be ignored.

Online recruitment has many advantages. It reduces time and it's also cost effective. It reaches wider audiences and increases hiring efficiency. It provides more job applicants and improves communication.

However, it has certain disadvantages also. Cost of it can be go spiral. It depends on the platform company chooses. It requires membership fees, subscription fee and other cost also. It may attract fraudulent candidates also. It can encounter technical issues which can affect the communication.

4.5 QUESTIONS FOR PRACTICE

Business Letters

1. Your college wishes to organise a study tour for students. Draft a letter of inquiry for the study tour packages with a tour agency.
2. As a Tour operator, you have received an inquiry from a college for various tours organised by your tour agency. Write a suitable reply for the same.
3. Draft a letter placing an order of stationery required for your office.
4. One of your old customers has placed a large order of chocolates hamper. Send a suitable reply thanking the customer.
5. Draft a Sales letter to promote your new Restaurant of Fast Food your friend started recently.
6. Draft a Sales letter to promote a new Gym you wish to start with your business partners.
7. Recently you had purchased an expensive bag from a mall. Within one month you realised that the material used in bag is very inferior quality. Write a letter of complaint to the manufacture complaining about the quality of the bag and ask for compensation.
8. As a supplier of stationery items, you had recently received a complaint of delivery of inferior quality of goods. Upon inquiry you found that the complaint is true. Write a letter of adjustment apologising the customer about the mistake and assure that the goods will be replaced with the best quality goods.

Resume Writing and Follow-up Letters

1. Prepare your resume in chronological format.
2. You have received a call for an interview. Draft an email to your prospective employer, confirming that you will attend the interview as per the date and time of the interview.
3. You have received an offer letter for the position of Programmer. Draft a letter/mail of acceptance.

Business Report and Business Proposal

1. A committee was set up by your organisation to study the problem of declining customer base. The committee consists of three members, including you as chairperson. Draft a report after studying the problem and suggest suitable solutions.
2. Recently you have started a start-up of supplying nutritious lunch parcels to the corporate business houses. Draft a suitable business proposal to a Company by giving all the details of the services provided by your firm.

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6. <https://www.grammarly.com/blog/the-essential-resume-template/>

EXERCISES FOR PRACTICAL

1. **Resume Building Exercise:** Students should prepare their resume under the guidance of teachers. Prepare Resume for the following jobs:
 - (I) Programmer
 - (II) Accountant
 - (III) Sales Representative
 - (IV) Office Assistant
 - (V) Project Manager
 - (VI) Secretary
 - (VII) Lecturer

2. **Practice of the letters:** After teaching the letters, practice and tests on the letters can be conducted during the practical. The following are the topics for the formal and informal letters:
 - (I) Draft an application letter for the position of data analyst. Also draft your resume.
 - (II) Draft a letter of enquiry to the supplier of the hardware, requesting him to submit the pricelist of all the products supplied.
 - (III) Write a letter to Municipal authorities complaining about the accumulation of garbage in front your housing society.
 - (IV) Prepare a Sales letter to promote a computer training academy you have started recently. Mention all the courses, course contents and fees.
 - (V) As a part of social service project of your college, invite a renowned speaker who can address the students.
 - (VI) Place an order of the stationery required for your office.
3. **Practice of Report writing:** Write reports on the following topics:
 - (I) Write a report on the Cultural Festival organised by your college.
 - (II) Prepare a report on the celebration of Independence Day programme in your college.
 - (III) Prepare a report on economic implications of a natural disaster which has affected your country recently.
 - (IV) Prepare a report on the impact of social media on the mental health of youth.
 - (V) Prepare a report on the potential risks and benefits of artificial intelligence in healthcare.
4. **Proposal Writing:** Following topics are suggested for the proposal writing:
 - (I) You wish to start a business of providing software solutions. Prepare a proposal to be submitted to your client.
 - (II) You have planned to start a computer training academy which will organise short term courses for school/college students. Draft a proposal which can be sent to the schools/colleges. Mention all the details such as course structure, course objectives, duration and fees of the courses.
5. **Summarisation practice:** Summarise the following passages and try to write summary in your own words.
 - (A) In 2019, when he was awarded the Nobel Prize for Chemistry - at 97, the oldest laureate - at 97, very few people outside academia had heard of John Bannister Goodenough. But millions across the world owned a device powered by the lithium-ion battery he had helped create in 1980. Without it, there would be no smartphones, no laptops, no electronic cars. But despite his central role in developing the rechargeable power pack that gave wings to the ambitions of

commercial titans like Microsoft, Apple and Tesla, Goodenough, who passed away on Sunday, received no royalties for his seminal work. Oxford University, where he undertook his breakthrough research did not believe it would yield any commercial benefit and refused to apply for a patent. Goodenough signed away his royalties to a research institute in the UK, hoping that his invention would reach the market. He had not anticipated the impact his invention was to have. Goodenough worked well into his late-90s hoping to discover a super battery that would store solar and wind energy economically and allow people to drive vehicles for weeks on a single charge. He was dismissive of Elon Musk's Tesla which sold cars to the rich while waiting for scientists to make the next breakthrough. But then, as he said in his Nobel Prize lecture, scientists have an important role in delivering the society from fossil fuels.

[Indian Express, dated June 28th 2023].

- (B) If two black holes collide in the dark loneliness of space, a long long time ago, far far away from this corner of the galaxy, do they make the sound? Albert Einstein thought so when he postulated the existence of gravitational waves, 'ripples' that show that large bodies affect the very fabric of space-time. A century later, in 2015, the first faint notes of the 'hum of the universe' were picked up, proving Einstein's theory. This week, Pulsar Timing Arrays [PTA] around the world including in India - heard gravitational waves that scientists believed originated about 8 billion years ago. These waves are caused simply put, by the mergers of large Black Holes. Over time and space, these waves have gathered, and now, picked up by radio telescopes on the third rock from the sun. For the layperson and perhaps even the astrophysicist - there is something awe-inspiring to the point of provoking existential dread, about the sheer scale of bass tone that are being heard. The celestial bodies that have collided are too large to be comprehended, except through abstraction - in essence, maths. It was eight billion years ago that the black holes collided, absorbing everything including light. This confrontation with the vastness of the cosmos and the inevitable realisation of how all human existence is barely a flicker in the heavens makes the desires, worries, hopes, dreams, and desires of Homo sapiens seem pointless. What is the point of art, love, jobs, family, poetry when it pales against the rich song of all that went before? Maybe the **exientalists** and nihilists were always right. But then, it took just a little over a century - from Einstein to PTAs for humans to become the only known species in the universe to hear the songs of the stars, sometimes, being in audience is purpose enough.

[Indian Express, 1st July 2023].



UNIT - V

COMMUNICATION ACROSS FUNCTIONAL AREAS

STRUCTURE

- 5.1 Financial Communication
- 5.2 Management Information Systems
- 5.3 Ethics in Business Communication
- 5.4 Creating and using Visual Aids
- 5.5 Exercises

LEARNING OBJECTIVES

1. To make learners aware about the functional aspects of Financial Communication and MIS.
2. To sensitise learners about the importance of Ethics in Business Communication.
3. To guide learners in preparing various visual aids and methods of developing these aids.

5.1 FINANCIAL COMMUNICATION

Financial Communication is a communication which is associated with financial aspects. Financial communication is a very vast term which includes communication by the companies, financial organisations, by governments, media organisations and financial advisors. It includes information related to the customer education, government policies, acts passed by the government, policy matters, financial practices by the companies, corporate governance, etc. The study of the people in using various financial products such as credit cards, debit cards, taking loans or spending behaviour is studied as attitude towards financial issues.

As a part of corporate communication, all companies are expected to maintain transparency in their communication with all the stakeholders such as customers, investors, government agencies etc. The Securities Exchange Board of India and Ministry of Corporate Affairs has laid out strict

rules and regulations of compliance regarding the financial communication. It has become mandatory for the companies to give financial information on time to all the stakeholders. The main objectives of this efforts are to prevent malpractices and frauds in the financial matters and educate the investors in taking the right decision with their investments. It has been observed that the loopholes in laws can lead to financial frauds which can shake the investor's confidence and the overall outlook of the foreign investors towards our country as business destination.

The following are the major aspects of financial communication by the companies.

1. The companies are expected to inform their financial status by publishing or displaying their balance sheets, profit and loss statement, cash flow statement, fund flow statement, auditor's report, and board report to all the stakeholders.
2. It is expected that the companies should inform to all the stakeholders about their future plans by declaring budget, future activities and projects which will be undertaken by the companies, plans for the mergers, acquisitions, demergers, and diversification of the business etc.
3. The companies are expected to create awareness in the minds of their customers and investors about financial due diligence and compliance rules.
4. It has become mandatory for the companies to declare their credit ratings. These ratings exhibit the performance of the corporations. The agencies such as CRISIL can guide the investors and creditors. The ratings can indicate the performance which has been improved from the past or it has lowered.
5. The companies are expected to declare their Net worth which includes the assets of the companies and their liabilities. The companies are expected to guide their investors and consumers regarding the impact of market risk and their survival strategies.
6. It is expected from the companies to declare their liquidation plans if any in the future. It includes the plans to sell out or to close the companies.
7. Companies should inform all the stakeholders their prospective plan of next five years.

With the emergence of internet and information technology, various new platforms are available for the discussion and sharing of the information regarding the financial communication. In a nutshell, financial communication is to inform the public about financial status of the companies, strategies of the companies, perspective plans in the future, positive or adverse opinions of the auditors about the companies etc. This communication is very much essential in order to take the right decisions in investing.

5.2 MANAGEMENT INFORMATION SYSTEMS

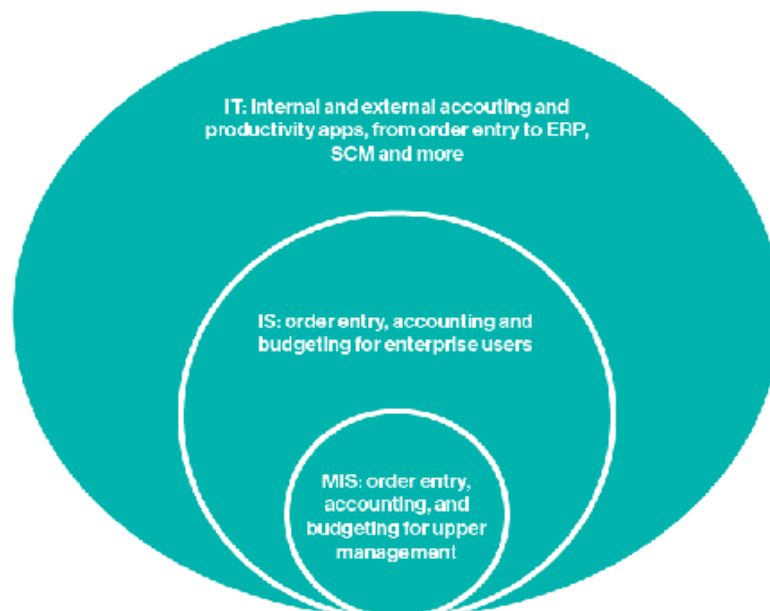
We live in the age of knowledge economy, which gives high priority to knowledge and it has replaced the traditional factors of production. There have been revolutionary changes in working styles and methods of business. At the same time methods of human resource management and business transactions have changed. Information has become a key to managing business. Due to the advancement of Information Technology, computer-based information systems have evolved in business decision making process.

The concept of Management Information Systems [MIS] is recent which revolves around information technology and information can be made available on real time basis. MIS is made of three components—management, information, and systems.

- [A] **Management:** ‘Management is an art of getting things done through and with people in formally organised groups’- Koontz- [1972]. The managers need to perform various tasks by organising, planning, staffing, coordinating and controlling resources to achieve management goals. Managers need various types of information to carry out various transactions such as staffing, recruiting, managing inventory, marketing, and supply-chain management etc.
- [B] **Information:** It has become very important source and it is even added to the list of important resources of business along with money, men, material, and machines. Information is data that is processed and presented in different formats to assist decisions.
- [C] **Systems:** A system is a set of elements that are combined to achieve a common objective. The elements of system are input, process, and output. The input[s] are processed and converted into output[s] e.g., the scanning of the items at a billing counter is an example of data input system which can be used for conversion, manipulation, and analysis of raw inputs into processed data. After computing the total sales, the processed information can be generated. This is called output.

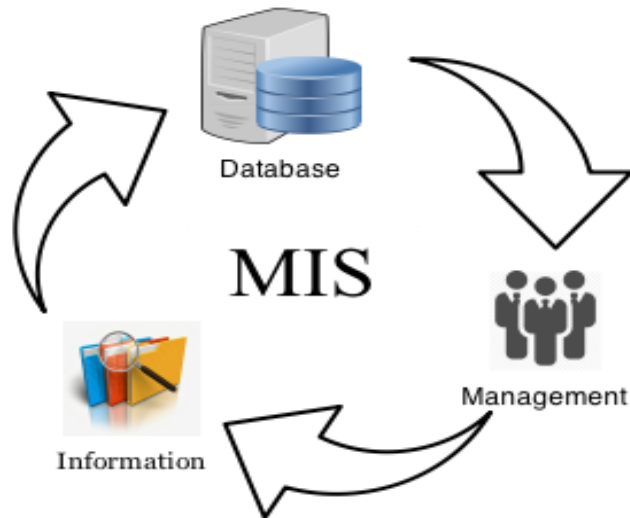
What is Management Information System [MIS]?

MIS is a vital part of IT



Courtesy:

<https://www.techtarget.com/searchitoperations/definition/MIS-management-information-systems>



An information system support is required at different levels of operations and management in the organisations. Management needs to function at various levels and perform roles to fulfil some objectives in the organisations. Various information systems such as Transaction Processing System [TRS], Office Automation System [OAS], Knowledge Management System [KMS], Decision Support System [DSS], Executive Information System [EIS] are used along with Management Information System.

MIS can be defined as a system that enables people to gather, consolidate and compute data and present the information in a meaningful and sensible format for effective and quick decision making, with the help of computers or manually. It is referred as a computer software that is used to store, organise, and analyse information. It helps the managers to analyse problems, visualise complex subjects and find solutions. MIS makes the entire process of collecting information, processing, storing and display of information easy. It processes data and convert into information. It functions on the data generated by the Transactions Processing Systems [TRP]. It helps the managers with reports and online access to organisations' current performance and old records. Through MIS reports of routine, periodical and exception types can be generated. It is useful in functional areas such as marketing, sales, purchase, production, material, accounts, and personnel. To track the information related to sales, inventory, equipment and business-related matters, MIS is useful.

MIS primarily serves the purpose of planning, controlling and decision making at management level. It is extremely useful in managing order entries, accounting and budgeting, enterprise resource planning (ERP), Supply Chain Management and Sales force automation. A Data Warehouse and Inventory Control system are some examples. Thus, MIS is very useful for communication purpose. It becomes easy for the managers to get the exact information and the reports needed. With proper system and report generation method, it becomes easy to find the exact information and to take follow-up of the work assigned to the employees. MIS is useful for maintaining record for the future.

MIS is used widely in education sector also. Many educational institutions implement MIS in planning their teaching activities, managing lesson plans and implementation of many co-curricular and extra-curricular activities. It is very useful to streamline the records of lectures taken and educational contents can be stored effectively.

5.3 ETHICS IN BUSINESS COMMUNICATION

Ethics - Ethics are the accepted norms or rules which guide us in deciding what is right or wrong. Ethics are part of every religion or society. Following are the examples of important ethics; personal integrity, honesty, truthfulness, sincerity, fairness, loyalty to one's profession and organisation, kindness to others, accountability, and self-discipline etc.

Values - The principles which help us to decide in what is right and wrong and how to act in various situations are called values. [Cambridge dictionary] Values are also called moral principles or accepted standards of a person or a social group. We give importance to many traditional values such as cleanliness, unity, freedom, respect to elders, charity etc. Every society and culture give importance to certain values e.g., accountability, excellence, commitment, patriotism, honesty, unity, truth, and integrity. Values guide us in decision making process and during conflicting situations.

Importance of Ethics in the Organisations and Ethical Communication

Ethics are moral principles which guide us in understanding what is right and what is wrong. Ethical principles are part of our lives. When the ethical guidelines are applied to the business, business ethics are created. Corporations and businessmen should function on ethical guidelines. The main objective of any business is profit making. The businessmen or the corporations face many questions such as how to earn profit by following certain guidelines and ethics. It is difficult to define ethics. The line between the ethical and unethical standards can be difficult to define. Ethical issues can arise in many areas of the organisation, whether it is production, advertising, finance, accounting, pricing, use of Information Technology, ecological concerns of the organisation etc.

Every organisation is bound and accountable to various stakeholders be it employees, shareholders, customers, investors, retailers, bankers and various publics associated with it. It is important to be fair and transparent in providing the correct and true information about the important decisions taken in the company, profit and loss, new projects, decisions about the investment etc. to all the stakeholders. This is called Ethical Communication. It is also known as passing out all the relevant information which is true in sense. It includes many aspects such as providing correct and timely information to the customers and investors about the financial standards of the company, displaying code of conduct and ethical standards on the website, newsletters and all the possible media associated with the organisations.

It is essential to communicate with the employees also and inform them about the important matters related to the organisation such as any new decision about the change in the management leadership, profit and loss, product failure, changing policies of the organisation, decisions which can affect the company and employees in future such as mergers and acquisitions etc. Efforts should be taken to improve morale of the employees. Employees should be sensitised about the intellectual property rights [IPR], gender equality, and many social issues. Organisations must follow 'Anti-Harassment Policy' which will include harassments in any form. The employees should not be discriminated based on caste, creed, religion, and gender. The organisations should display their employee policies on their website, newsletters and in the offices.

The organisation should inform all the stakeholders about important crises or difficult situations immediately. Various channels of communication can be used for the purpose. All the media and forms of communication should be used correctly and constantly by the organisations. The organisations use various methods in communicating with the public such as notices, letters, emails, newsletters, display of company websites and blogs and due to emergence of social medial platforms, a lot of information is shared on these platforms. The traditional method of press conference and media release is also used by the organisations. The advertisements published in newspapers and other print media is also a part of communication by the organisation.

Organisations are criticised for the unethical practices. Some examples of such practices in recent time are use of unsafe products or the ingredients used in the products which can affect the health and lives of the people e.g., Nestle infant formula (baby food) endangered the lives of babies in many Asian and African countries. Some companies give advertisements of their products and services with exaggerated claims and appeals to the people. 'Insider trading' can be an example of abuse in financial area. Many organisations hide vital information from their staff and investors. Many organisations do not pay attention to the safety norms for the employees at working places. Sometimes the employees are harassed by the supervisors and not paid on time.

Sometimes, employees are engaged in unethical practices such as data stealing, illegal data transfer and providing important information or trade secrets to the competitors etc. Misuse of the company property and moonlighting are examples of unethical practices. Companies can take strict actions against such employees.

Ethical Dilemma Faced by Managers

Dilemma is a conflicting situation in making a choice between the two alternatives which are not completely right or completely wrong. Many times, managers or the leaders face situations in which they need to take decisions in conflicting situations e.g., a Chief Executive Officer (CEO) of a company which is facing severe losses due to decline of the sales will be forced to lay off or terminate the services of the employees. He decides to wait for two more months and improve the situation of the company by improving the production and focusing on the sales. But the situation is not certain whether the sales will improve and the losses can be recovered. He faces the dilemma in taking a decision whether to inform the employees about the decision of laying off or not. If he informs them immediately, then they can search new jobs and will get enough time of two months for that. But if he informs, the essential and good employees will leave and it will affect the company's productivity and sales further. Managers or the leaders face such kind of situations often. It is important to take right decisions during such situations. Ethical principles guide them during such situations.

Strategic Approaches to Corporate Ethics

Nowadays organisations have become aware of the ethical standards in their overall functions. These ethical standards should get reflected in their overall functioning. To ensure ethical standards and their implementation, many programmes and initiatives are undertaken by the organisations. Various strategies are implemented by the organisations which includes orientation programmes and training for the staff, public display of job description, work procedures, code of conduct etc. Efforts are made to ensure that the new staff members should be aware about the ethical standards of the company, norms, and concept of personal integrity because these standards are exhibited in the behaviour of the staff in dealing with the various stakeholders such as customers, clients and publics associated with the company.

The code of conduct is written rules of expected behaviour or norms for the employees. It stresses on maintaining confidentiality, honesty and integrity, professionalism at workplace, transparency in financial reporting and auditing and anti-discrimination policy. A written code of conduct should be displayed on the premises of the officers and websites of the organisations. Some organisation implement rewards and punishments strategies with their employees. Organisation must make efforts to instill ethical standards and norms among their employees. The leaders of the organisation need to communicate their commitment to ethical norms through their speeches, writing [through letters and emails etc.] policy statements, company publications and most important through their actions.

Many organisations appoint 'Ethical Officers' to check ethical standards and practice of the organisation and its employees. They are also called 'Compliance Officers'. Some organisation use rewards policies by appointing the ethical employees as leader because they can be role models for others. Some organisations conduct ethic surveys and ethic audits to point out weaknesses which can be addressed. The ethical performance can be improved with the help of efforts. It is a responsibility of the employers to give clear guidelines to their employees about ethics. It is obligatory for the employees in many organisations to sign and accept a written code of conduct before joining the organisation.

Most of the companies display their code of conduct and ethical policies on their website. The following is an example of how it can be effectively displayed. Microsoft Company's Chief Executive Officer Mr. Satya Nadella has written a letter to the employees of the company. It is displayed on the website of the company.

Letter from Satya Nadella

Team,

Each one of us shapes our culture through our words and actions. We strive to build a diverse and inclusive culture that embraces learning and fosters trust—a culture where every employee can do their best work.

Making good decisions and ethical choices in our work builds trust in each other and with our customers and partners. You should never compromise your personal integrity or the company’s reputation and trust in exchange for any short-term gain.

We are more likely to make ethical choices when integrity, honesty, and compliance guide our decision making. We should always be transparent about our motives, learn from our mistakes, and ask for help when faced with a difficult situation. I expect leaders and managers to foster a culture where employees feel free to ask questions and raise concerns when something does not seem right.

Our Standards of Business Conduct (our “Trust Code”) emphasises the role that each of us plays in building trust, and the approach you should take in making decisions. When we apply these principles in our daily work, we can move forward with confidence in our ability to make good decisions that build trust and empower our customers and partners to achieve more.

Thank you very much.

5.4 CREATING AND USING VISUAL AIDS

We need to prepare various types of documents such as reports, business proposals and presentations for business purposes. Presentations are used as a tool in content delivery. While contents of the presentation are important, the visuals are equally important. In order to make contents more visually appealing and readily understandable, we can use visual aids.

Visual aids consist a wide variety of items such as objects, models, handouts, slides, moving pictures, posters, charts and graphs, text visuals and many others. Visual aids help in sharing large data. Too many numbers can confuse the readers. Visuals like pie charts, bar charts, line charts will help the readers to understand the contents in better manner.

Reasons for using Visual Aids

1. To clarify your point: A visual aid can show a process, procedure, relationship, cross-section, or quantitative view of topics.
2. To emphasise your point: Visual aids can help in getting attention to the main ideas.
3. To simplify your point: Relationships among ideas, facts, and statistics can be shown in graphic form.

4. To unify your points: Many ideas can be brought together in one visual aid.
5. To impress your readers: Readers can be impressed by the colours and designs of the visual aids.

Objects: Objects are useful tool to make presentations more interesting. The real-life objects used in the presentations can make it livelier. Objects should be shown to the audience at right time to get attention of the audience.

Models: Models can be shown in the presentations to make it more interesting.

Handouts: Handout is structured view of your presentation or speech that can be distributed among the audience. Handouts are used for giving more information about the presentation and make your presentation more memorable. Handouts should be distributed at right time, not before or after the presentations.

Charts and Graphs: Charts and graphs are used for representing data.

Charts contains images and charts can be used for instructional and educational purposes.

Graphs are of various types. Graphs represent data and statistics.

Text Visuals: Text visuals contain many images to communicate the contents. The examples of text visuals are photographs, illustrations in the print magazines, picture books, cartoons, photographs, advertisements, artworks, and illustrations. Visuals are easier to understand than texts. Visual images are more appealing to human emotions. With the help of visual images, it become easy to explain the content. Practical demonstrations are facilitated with the help of text visuals.

Formatting Computer Generated Charts: We can use variety of formatting techniques for enhancing appearance of charts we have created. Various commands are applied to make charts readable. Footnotes can be added in qualifying and explaining the data in a chart. We can add pictures, shapes, or text boxes in the chart. We can adjust the labels and background of the charts. The data of the charts can be changed and it will lead to change in the charts. We can also shift excel charts to Word or Power Point. Thus, we can change the format of individual chart elements such as the chart area, plot area, data series, axes, titles, data labels or legend. Two set of tools are used for changing the format of individual chart elements such as 'format task plane' and 'Chart tool ribbon.'

Graphs and Visuals: The following are important types of graphs and visuals:

1. **Line Graph:** This is the simplest of graphic aids; it shows trends in the data briefly.
2. **Bar Graph:** Bar graphs are used for comparing measurement or quantities or growth over a period.
3. **Line Bar Graph:** These make use of vertical and horizontal axis. One has to use the right scale to present the scale. These are generally used for depicting trends.
4. **Pictogram:** Pictograms combine line drawings with graphics such as line, bar, and pie charts to make a point in an attractive and eye-catching way.

5. **Pie Chart:** In a pie chart, every portion represents part of total amount depicted in the full circle. In general, the pie chart should not contain more than eight parts, to avoid clutter.
6. **Flow Chart:** Flow charts explain the process and information step by step.

Apart from these there are many visuals such as Infographics, Organogram, Tree Diagrams and Timeline are used in various oral and written forms of communication. These visuals are used to enhance the contents of the presentation.

Examples of Visuals



Fig. 5.1: Objects

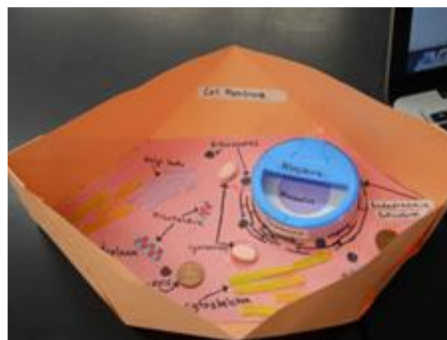


Fig. 5.2: Models



Fig. 5.6: Various types of Maps

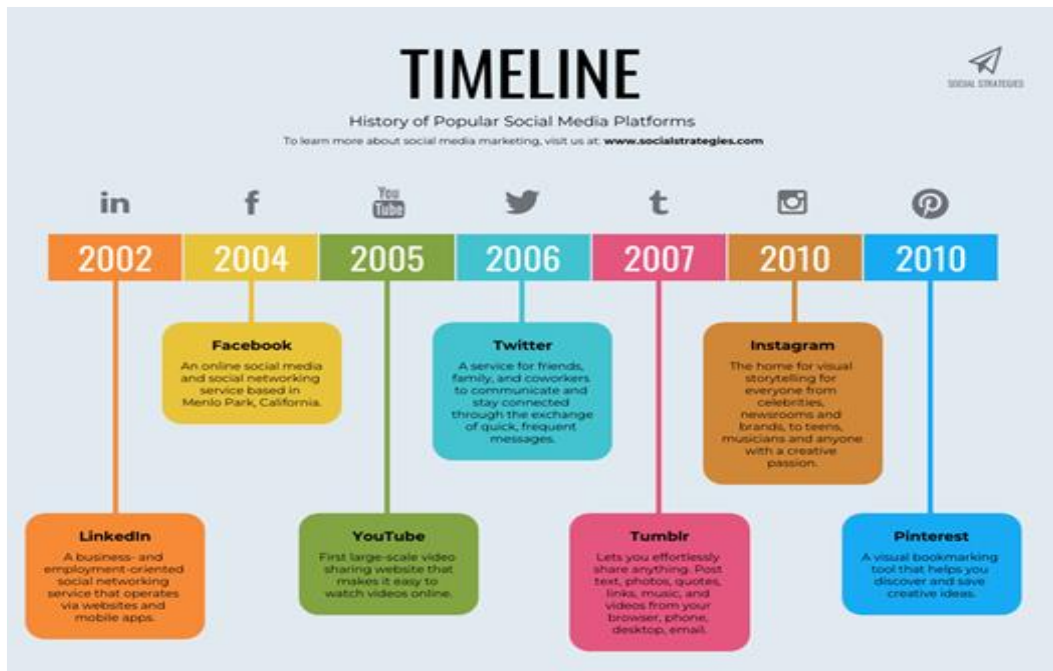


Fig. 5.7: Timeline

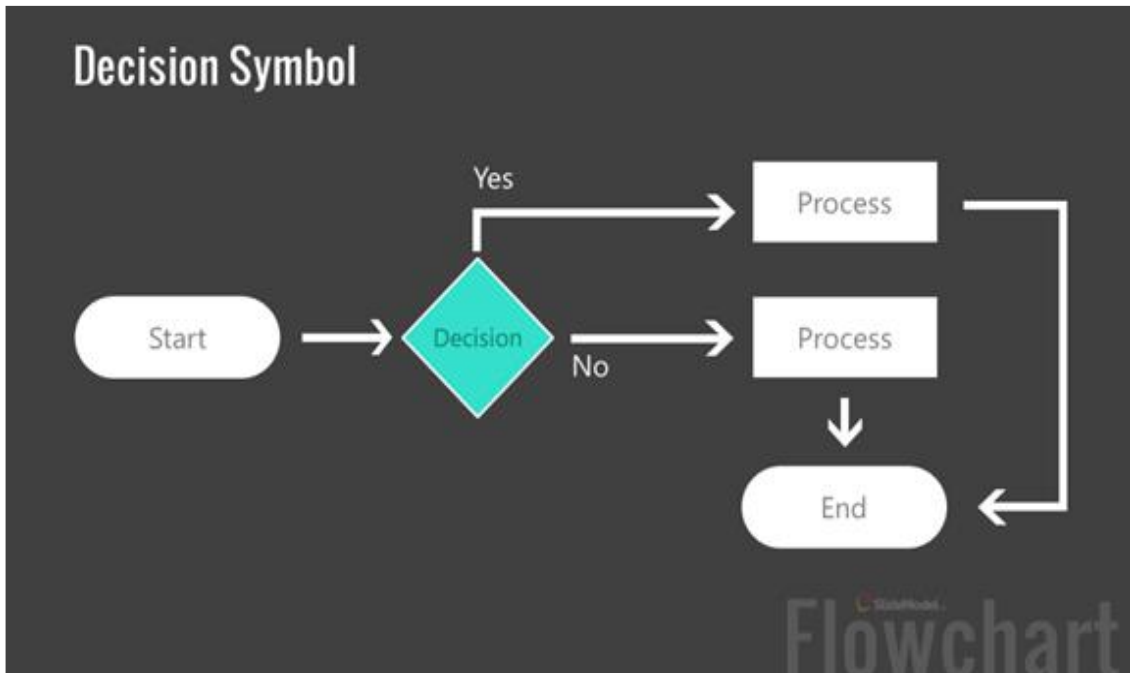


Fig. 5.8: Flowchart

5.5 EXERCISES

1. Write short notes on the following:

- [A] Importance of Financial Communication.
- [B] Differences between ethics and values.
- [C] Ethics in Information Technology.
- [D] Importance of visuals and types of visuals used in communication.

2. Answer in detail:

- A] Define Ethics and write a note of ethics in business.
- B] Define MIS and explain the functions of MIS in business.
- C] Explain the importance of code of conduct and personal integrity at workplace.

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EXERCISES FOR PRACTICAL

1. **Creating Visuals:** Prepare posters/flyers/brochures by using Canva software for the following occasions.
 - (I) As a student secretary of youth festival organised by your college, prepare a poster of the festival which will be circulated among other college students. Add all the relevant content.
 - (II) Cultural Committee of your college has organised friendship day programme for the newcomer students. Prepare a poster of the event by mentioning the venue, dress code and programme schedule.

As a student in-charge of Sports Committee, prepare a poster of Sports Week.



MODEL QUESTION PAPER

Program: FY B.Sc. IT
Course: Technical Communication Skills
Semester: I

Marks: 75
Duration: 2^{1/2} Hrs.

Note: 1. All questions are compulsory.
2. Figures to the right indicates full marks.

- 1. Attempt any three of the following (5*3=15 M)**
 1. Explain levels of Communication in detail.
 2. Explain Environmental barriers in communication and give suitable examples.
 3. Differences between Downward communication and Upward Communication.
 4. Explain the importance of technical communication in detail.
 5. Explain the aspects of Non-verbal communication.
 6. Write a note on role of language in communication.
- 2. Attempt any three of the following (5*3=15 M)**
 1. How can we start good conversation?
 2. Write a short note on importance and techniques of conducting GD.
 3. Write a short note on Teleconferencing.
 4. Write a short note on email communication
 5. Write a short note on Seven Cs of effective communication.
 6. Which points are important before scheduling a meeting?
- 3. Attempt any three of the following (5*3=15 M)**
 1. What are the categories of job interviews?
 2. Explain the types of listening.
 3. Write a short note on types of Visual Aids in presentations.
 4. What are the guidelines for a Good Listener?
 5. Which are the steps to get success in an interview?
 6. How to prepare an effective presentation?
- 4 Attempt any three of the following (5*3=15 M)**
 1. Write a short note on parts/components of a business letter.
 2. State and explain advantages and disadvantages of online recruitment.
 3. Explain Career building and its benefits.
 4. Explain strategies for writing business messages.
 5. Explain parts of a report.
 6. Write a short note on importance of follow-up letters.
- 5 Attempt any three of the following (5*3=15 M)**
 1. Write a short note on Types of visual aids.
 2. Explain Ethical dilemmas faced by the managers.
 3. Explain the importance of charts and graphs in detail.
 4. Explain MIS with its objectives.
 5. Explain Financial communication in detail.
 6. Write a short note on Ethical communication.

Program: FY B.Sc. IT
Course: Technical Communication Skills
Semester: I

Marks: 75
Duration: 2^{1/2} Hrs.

Note: 1. All questions are compulsory.
2. Figures to the right indicates full marks.

- 1. Attempt any three of the following (5*3=15 M)**
 1. Differences between Downward communication and Upward Communication.
 2. Write a short note on the process of Communication.
 3. Write a short note on classification of Barriers.
 4. Explain the flow of communication.
 5. Explain Non-verbal communication in detail.
 6. What is the importance of technical communication?

- 2. Attempt any three of the following (5*3=15 M)**
 1. Which points are important before scheduling a meeting.
 2. List and explain Email Etiquettes.
 3. Write a short note on functional roles in GD.
 4. Write a short note on Teleconferencing.
 5. Write a short note on Seven Cs of effective communication.

- 3. Attempt any three of the following (5*3=15 M)**
 1. Write a short note on Visual Aids used in presentations.
 2. Write a short note on Types of Listening.
 3. Explain stages of Job interview.
 4. Differentiate between Active and Passive listening.
 5. Explain nervousness and stage fright and how to overcome them while giving speech.
 6. Which are the steps to get success in an interview?

- 4. Attempt any three of the following (5*3=15 M)**
 1. Explain different types of corporate reports.
 2. What is the importance of business writing?
 3. State and explain advantages and disadvantages of online recruitment.
 4. Explain Career building and its benefits.
 5. Explain strategies for writing business messages.
 6. Write a short note on types of Resume formats.

- 5. Attempt any three of the following (5*3=15 M)**
 1. Explain Ethical issues faced by managers.
 2. Explain charts and graphs in detail.
 3. Explain elements of Financial Communication.
 4. What is the role of MIS in an organization?
 5. Explain Financial communication in detail.
 6. Write a short note on Ethical communication.