

Biyani's Think Tank

Concept based notes

Business Communication

[BBA-Sem I]

Manisha Singh

Revised by: Ms Prity Birla

Lecturer

Deptt. of Science & Management

Biyani Girls College, Jaipur



Biyani's
Group of **Girls' Colleges**

GURUKPO
Get Instant Access to Your Study Related Queries...

Published by :

Think Tank
Biyani Group of Colleges

Concept & Copyright :

©**Biyani Shikshan Samiti**

Sector-3, Vidhyadhar Nagar,
Jaipur-302 023 (Rajasthan)

Ph : 0141-2338371, 2338591-95 • Fax : 0141-2338007

E-mail : acad@biyanicolleges.org

Website : www.gurukpo.com; www.biyanicolleges.org

ISBN : 978-93-81254-59-2

Edition : 2011

Price :

While every effort is taken to avoid errors or omissions in this Publication, any mistake or omission that may have crept in is not intentional. It may be taken note of that neither the publisher nor the author will be responsible for any damage or loss of any kind arising to anyone in any manner on account of such errors and omissions.

Laser Type Setting by :

Biyani College Printing Department

Preface

I am glad to present this book, especially designed to serve the needs of the students. The book has been written keeping in mind the general weakness in understanding the fundamental concept of the topic. The book is self-explanatory and adopts the “Teach Yourself” style. It is based on question-answer pattern. The language of book is quite easy and understandable based on scientific approach.

Any further improvement in the contents of the book by making corrections, omission and inclusion is keen to be achieved based on suggestions from the reader for which the author shall be obliged.

I acknowledge special thanks to Mr. Rajeev Biyani, *Chairman* & Dr. Sanjay Biyani, *Director (Acad.)* Biyani Group of Colleges, who is the backbone and main concept provider and also have been constant source of motivation throughout this endeavour, who played an active role in co-ordinating the various stages of this endeavour and spearheaded the publishing work.

I look forward to receiving valuable suggestions from professors of various educational institutions, other faculty members and the students for improvement of the quality of the book. The reader may feel free to send in their comments and suggestions to the under mentioned address.

Author

Index

S.No	Chapter Name	Page No.
1	Business Communication	5-13
2	Writing Skills	14-17
3	Report Writing	18-19
4	Presentation Skills	20-21
5	Interview	22-23
6	Listening	24-24
7	Unsolved Paper 2011 to 2006	25- 36

Business Communication

Section-I

Q.1. What is Communication?

Ans. Communication is the process by which information is transmitted between individuals and organizations so that an understanding response results.

Q.2 What are the objectives of Communication?

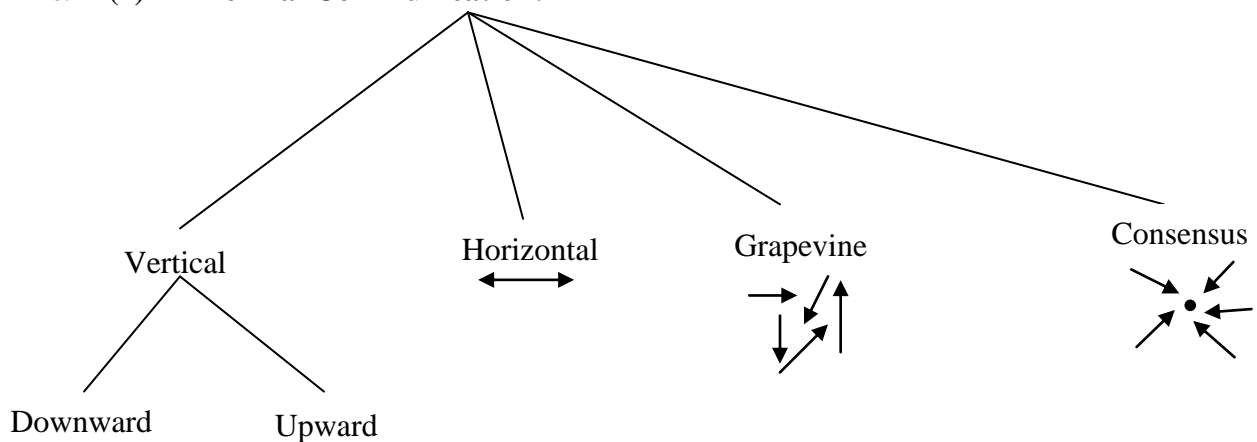
Ans. Various objectives of Communication are:—

- 1) **Information:** One of the most important objectives of communication is passing or receiving information about a particular fact or circumstance.
- 2) **Advice:** Advice is an important objective of communication as it involves personal opinions and is likely to be subjective. Advice is given to influence his/her opinion or behavior.
- 3) **Order:** Order is an authoritative communication. The downward flow of information is dominated by orders. Orders may be written or oral, general or specific, procedural or operational, mandatory or discretionary.
- 4) **Suggestion:** Suggestion enjoys great advantage over other means of communication like advice or order. Suggestion is supposed to be very mild and subtle form of communication.
- 5) **Persuasion:** It is an important objective of communication. In the office or the factory, the lazy, the incompetent and the disgruntled workers have to be persuaded to do their work.
- 6) **Education:** Education is a very conscious process of communication. The main purpose of education is to widen knowledge as well as to improve skills.

- 7) **Warning:** Warning is a forceful means of communication as it demands immediate action. If employees do not abide by the norms of the organization, or violate the rules and regulations, it may become necessary to warn them.
- 8) **Raising Morale:** Morale boosting is only possible through communication. High morale results in better performance.
- 9) **Motivation:** Motivation energizes and activates a person and channelizes his behavior towards the attainment of desired goals.
- Thus, motivation as a form of communication is very crucial in handling human behavior.

Q.3. What are the various types of communication?

Ans. (1) **Formal Communication:**



(2) **Informal Communication (Grapevine)**

(1) **Informal Communication:—**

(a) **Downward Communication:** Downward communication flows from a superior to the subordinate staff.

Its objectives are:—

- To give directions about some job.

- To explain policies and procedures.
- To convey assessment of performance.
- To explain the rationale of the job.

Its limitations are:—

- Under communication or over communication.
- Delay.
- Loss of information.
- Distortion.
- Resentment by subordinate staff.

To make it effective:—

- Managers should be adequately informed.
- Managers should be clear how much to communicate.
- Information should be passed on to the correct person.

(b) **Upward Communication:** Upward communication moves from the subordinate staff to the superiors.

Its importance is:—

- Provides feedback to the superiors.
- Releases the pent up emotions of the subordinate staff.
- Provides the superiors with useful suggestions.
- Promote harmony.

Its limitations are:—

- Employees are reluctant to express themselves.
- Employees fear that their criticism may be interpreted as a sign of their personal weakness.
- Great possibility of distortion.
- Bypassed superiors feel insulted.
- Resentment by subordinate staff.

To make it effective:—

- Superiors should take initiative to get close to the subordinate staff.
- Keep the lie of communication short.

(c) **Horizontal Communication:**—

- It flows between people at the same level.
- It is important for promoting understanding and coordination among various people or departments.
- It is carried on through face to face discussion, telephonic talk, periodical meetings & memos.

(d) Consensus:—

Consensus is the process of arriving at agreement through consultation.

(2) Informal Communication:—

Grapevine:—

- It is an informal channel of communication.
- Primarily a channel of communication of horizontal communication, it can flow even vertically and diagonally.

It is of 4 types:—

- *Single strand*: Flows like a chain.
- *Gossip*: One person tells everyone else.
- *Probability*: Information may move from anybody to anybody.
- *Cluster*: Moves through selected group.

Importance:—

- Emotional relief.
- Harmony and cohesiveness in the organization.
- Fast channel.
- Provides feedback.

Demerits:—

- Distortion of information.
- May transmit incomplete information.
- Travels with destructive swiftness.
- Keep an eye on rumor-managers.
- Use it primarily for feedback.
- Contradict rumors promptly.

• • •

Worksheet- I

Short Answer Questions

1. Define Communication.
2. Explain in brief the objectives of Communications.
3. What do you mean by Business Communication?
4. What is non-verbal Communication?
5. What are the channels of Verbal Communication?

Fill in the blanks

1. Communication is _____ of information from one person to another.
2. One of the functions' of Business communication is to collect _____ for the managers.
3. The communication process includes Non verbal, Verbal and _____ communication.
4. Physical presence is not necessary in _____ communication.

Answers: 1) Exchange 2) Information 3) Written 4) Written

State whether the following is true of false.

1. Verbal communication is useful from the view point of proof.
2. Physical presence of both parties is not necessary in written communication.
3. Communication plays an important role in making food relations with the suppliers.
4. It takes a lot of time in exchange of messages through non-verbal communication.

Answers- 1) False 2) True 3) True 4) False

Key Terms:

- **Communication**
It transfers the knowledge, information, idea etc.
- **Receiver**
Receiver is the one who receives the information, idea, knowledge sent by the sender.
- **Sender**
Sender is the one who sends the information, idea, and knowledge to the receiver.
- **Communication Process**
It is the process which carries between sender to receiver.
- **Formal Communication**
Formal Communication is kind of communication which flows by the formal channels.
- **Informal Communication**
Informal communication flows informally without any formal hierarchy.
- **Upward Communication**
Upward Communication is kind of communication which flows down to up.
- **Downward Communication**
Downward Communication is kind of communication which flows upward to downward.

Section-II

Q.1. What are the various media of communication?

Ans. **Written Communication:** It includes letters, circulars, memos, telegrams, reports, minutes, forms and questionnaires, manuals etc.

Therefore, everything in written form falls in the area of written communication.

Merits:—

- Accurate
- Precise
- Permanent Record
- Legal Document
- Can reach a large number of people simultaneously.
- Helps to fix responsibility.

Limitations:—

- Time Consuming
- Expensive not in terms of postage but of the time of so many people.
- Quick clarification is not possible.

Oral Communication: Includes face to face conversation, conversation over the telephone, interview, and group discussion.

Merits:—

- Saves time
- Saves money
- Immediate feedback
- Can be informal
- Immediate clarification

Limitations:—

- Not possible for distant people in the absence of mechanical devices.

- Unsuitable for lengthy messages.
- Message cannot be retained for long
- No legal validity
- Greater chances of misunderstanding
- Not easy to fix responsibility

Face to Face Communication:—

Merits:—

- Expression and gestures makes communication very effective.
- Very suitable for discussions.

Limitations

- Unsuitable for large organizations.
- Unsuitable for large gatherings.
- Ineffective if the listener is not attentive.

Visual Communication: It encompasses gestures and facial expressions, tables, charts, graphs, diagrams, posters, slides, film strips etc. It is suitable only to communicate elementary and simple ideas, can be effective if used in combination with other media.

Audio-Visual Communication: It encompasses television and cinema films that combine the visual impact with narration.

Computer based Communication: It includes e-mails, voice mails, cellular phones, fax etc.

Advantage:—

- The quickest means of communication.
- The barrier of space is conquered.
- Video-conferencing can replace personal meetings.
- Storage and retrieval of permanent record had become easier.

Limitations:—

- Uncertain legal validity.

- The virus malady.
- Fear of undesirable leakage.

Q.2. What is non-verbal Communication?

Ans. Non-verbal Communication is communication transmitted without the use of words.

Characteristics of non-verbal communication:—

- 1) Verbal and non-verbal clues co-exist.
- 2) Body postures, gestures and dress suggestive of social status and education level.
- 3) Non-verbal clues are more reliable than verbal clues.
- 4) Non-verbal clues carry cultural biases.
- 5) It is necessary to interpret non-verbal clues in relation to their context.

KINESICS: Body Language

KINESICS-The study of body language is the most important aspect of non-verbal communication.

Body language includes facial expression, gestures, body movements, posture, eye contact and touch.

1. **Facial Expression:** Face is the index of the mind. A glance at someone's face is enough to give them clues about the subject's mental state.
2. **Gestures:** A gesture is a movement of the head, hands or legs to express an idea, feeling or emotions.
3. **Body Movements:** Body movements refer to the positioning or movement of the body.
4. **Posture:** Posture means the way in which someone usually stands or sits or holds his shoulders, neck and back.
5. **Eye Contact:** Eye contact is a very subtle aspect of body language. It regulates interaction.
6. **Touch:** Like gestures, touching is also one of the earliest methods of communication among human beings.

Worksheet- II

Short Answer Questions

1. Which are the main components of communication process?
2. Write in brief about the main models of communication.
3. Discuss in brief about communication process.
4. Communication is life blood for organization. Discuss in brief

Fill in the blanks

1. Various means of sending information make communication _____ together with each other.
2. Out of the Indian communication models before independence, the main models were _____.
3. Source Encoding, Channel, Decoding and Reaction are the main _____ of communication process.
4. Sender, channel and _____ are the main components of Murphy model of communication.

Answers: 1) Model 2) Components 3) Receiver

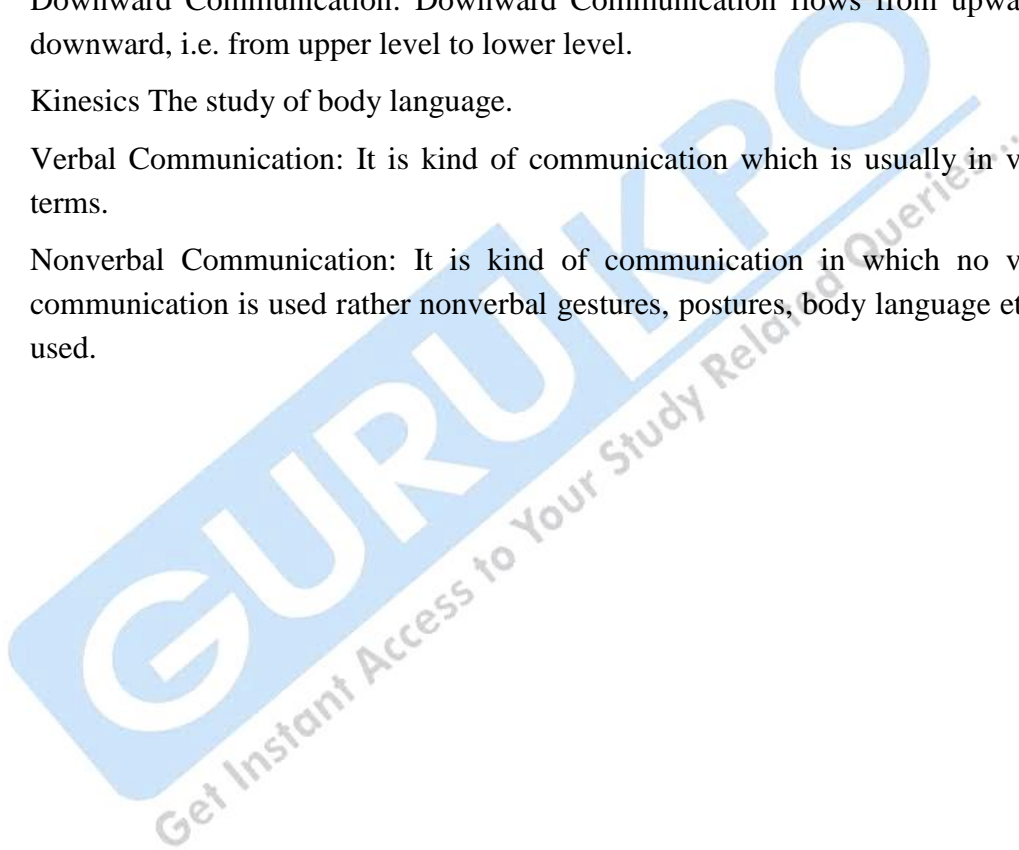
State whether the following statements are true or false.

1. According to interpersonal model of communication, the opinion of the sender and the receiver is the same topics.
2. There is a definite sequence of events according to Berlo's Dynamic Process Model of Communication.
3. According to dense Model Communication process is in a dynamic circular form.
4. Main component of Indian Communication System is being "Vashudhaiva Kutumbkam".

Answers: 1) True 2) False 3) True 4) True.

Key Terms:

- **Written Communication:** It is kind of communication which used to be in written form.
- **Oral Communication:** It is kind of communication which used to be in oral form.
- **Upward Communication:** Upward communication flows from downward to upward, i.e. from lower level to upper level.
- **Downward Communication:** Downward Communication flows from upward to downward, i.e. from upper level to lower level.
- **Kinesics** The study of body language.
- **Verbal Communication:** It is kind of communication which is usually in verbal terms.
- **Nonverbal Communication:** It is kind of communication in which no verbal communication is used rather nonverbal gestures, postures, body language etc are used.



Section-III

Q.1. What are the barriers to communication?

Ans. Each communication must be transmitted through an appropriate medium. An unsuitable medium is one of the biggest barriers to communication.

Physical Barriers:—

- **Noise:** Noise in a factory, external disturbance in telecom facilities, poor writing, bad photocopies etc.
- **Time and Distance:** It can also act as a barrier to communication.

Semantic Barriers:—

- **Interpretation of Words:** It is quite possible that the receiver of a message does not assign the same meaning to a word as the transmitter had intended. This may lead to miscommunication.
- Words carry different meanings, shades or flavors to the transmitter and receiver.
- To minimize semantic barriers, we should—
 - Use familiar words.
 - Clarify the shades.
 - As far as possible, use words with positive connotations.

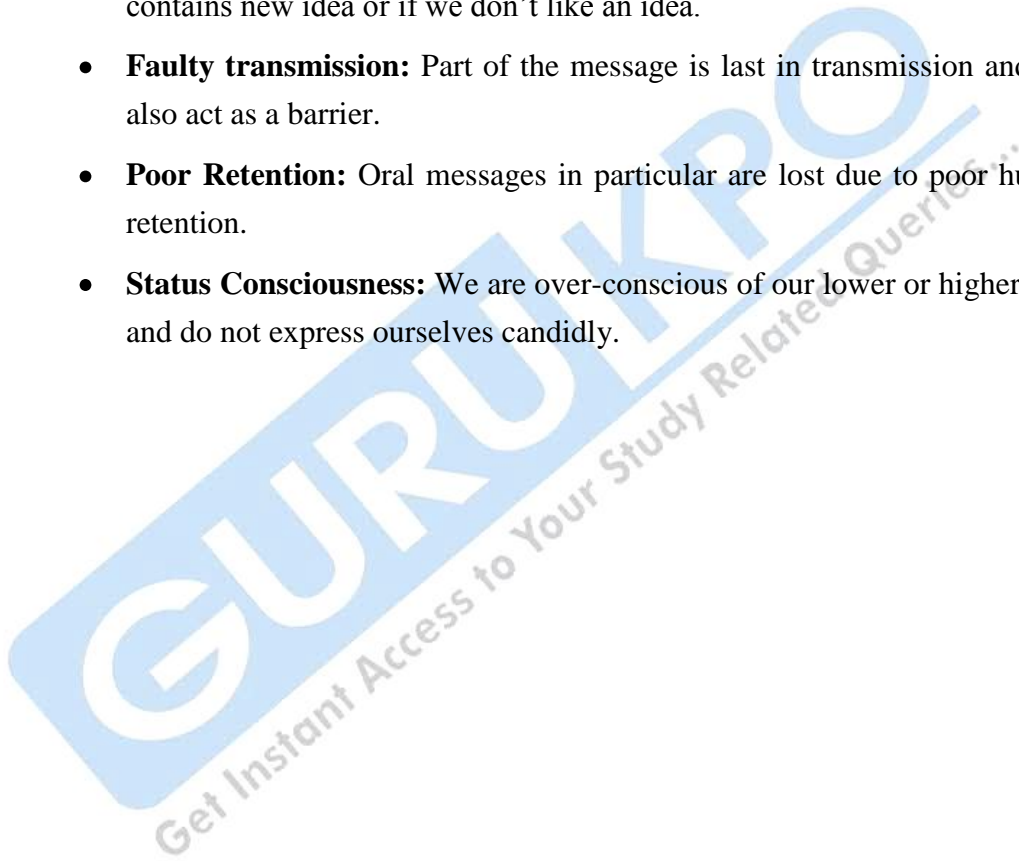
Barriers caused by different comprehensions of reality are:—

- **Abstracting** means picking up few details and leaving out others.
- **Slanting** means giving a particular bias or slant to the reality.
- **Inferring** means drawing inferences from observation.

Socio-Psychological barriers:—

- **Attitude and Opinions:** We react favorable or are hostile according to our personal benefit.

- **Emotions:** We cannot transmit nor receive anything correctly if our mind is agitated.
- **Closed Mind:** We hold our opinion so rigidly that we just refuse to listen.
- **The Source of Communication:** We react according to the trust we have in the source of communication.
- **Inattentiveness:** We unconsciously become inattentive if communication contains new idea or if we don't like an idea.
- **Faulty transmission:** Part of the message is lost in transmission and can also act as a barrier.
- **Poor Retention:** Oral messages in particular are lost due to poor human retention.
- **Status Consciousness:** We are over-conscious of our lower or higher rank and do not express ourselves candidly.



Worksheet- III

Short Answer Questions

- 1) What do you mean Communication Barriers?
- 2) Give four suggestions to improve communication barriers.
- 3) Give any four Barriers of Physical and Mechanical Barriers of Communication.
- 4) Give any two barriers organizational Barriers.
- 5) What do you mean by miscommunication?

Fill in the blanks.

- 1) When the message furor sender is not received by the receiver in its original form is known_____
- 2) Noise, time & distance etc. are examples of _____ barriers.
- 3) Uses of seven C's – Courtesy etc are suggestions for improvement of _____.
- 4) Line and staff relation, long scalar chain, lack of communication devices etc are examples of _____ barriers.

Answers- 1) Miscommunication 2) Physical or Mechanical barriers

Key Terms:

- **Interpersonal Skills**

Interpersonal skills are skills needed to communicate, interact and get along with other people. Those with this kind of skills can interpret other people and are always aware how their behavior impacts them.

- **Intrapersonal Skills**

Intrapersonal skills are those skills and communications that occur within a person's own mind, and are not to be confused with interpersonal skills, which refer to interactions with other people or personalities.

- **Conceptual Skills**

Conceptual skills are the ability of a manager to visualize the organization as a whole, discern interrelationships and understand how the organization fits into the society.

- **Decision Making Skills**

One of the most crucial qualities of a good manager is the ability to make decisions. In the course of a day, a manager needs to make several decisions at their own for the company purpose.

- **Abstracting** means picking up few details and leaving out others.
- **Slanting** means giving a particular bias or slant to the reality.
- **Inferring** means drawing inferences from observation.

Writing Skills

Q.1. What are the essentials of an effective business letter?

Ans. A business letter is an important form of written communication. Therefore, business letter should include the following:

- **Promptness:** As a rule, respond to the letter the day it is received.
- **Knowledge of the Subject:** Knowledge of the past correspondence, if any, the requirements of the sender of the letter as well as knowledge of the firm's policies.
- **Appropriateness:** Vary the tone and language of your letter according to the need of the occasion.
- **Accuracy, Completeness and clarity:** All facts, figures, statements, quotations etc. must be accurately mentioned.
- **Tact:** Proper handling of complaints and adjustments and letters seeking credit.
- **Courtesy:** Courtesy implies that we seek favours politely and express our gratitude for the favours done to us.
- **Persuasion:** It means winning people to your point of view not by coercing them but by making positive suggestions.
- **Conciseness:** Don't load you letters with irrelevant details and unnecessary ifs and buts.
- **The Positive and Pleasant Approach:** Avoid no's and sorry's. They are unwelcome words.

Layout of a Business Letter:—

Heading	7, Main Market Lodhi Road New Delhi
Date	March 8, 2008
Inside Address	Gupta General Store 23, Daryaganj New Delhi
Salutation	Sir/Madam,
Body	(a) Subject and Reference (b) Opening Paragraph (c) Main Paragraph (d) Closing Paragraph
Complimentary Close	Yours sincerely
Signature	Sushil, Sharma & Co. Managing Proprietor
Reference Initials	YPB: nj
Enclosure	Encl.: Catalogue

Q.2. What is an enquiries?

Ans. When a buyer wishes to get some information about the quantity, price, availability etc., of the goods to be purchased, or about the terms of sales etc., a letter of enquiry to the seller is written.

Types of Enquiries:—

- 1) **Solicited Enquiries:** An enquiries made in response to the seller's advertisement and publicity.
- 2) **Unsolicited Enquiries:** An enquiry made at the buyer's own initiative.

- 3) **Enquiry for Some Favour:** An enquiry not about goods but about some other information, may be about some special price or some favourable terms.
- 4) **Routine Enquiry:** An enquiry made by an old buyer in the usual course of business.

Specimen Letter

Example 1: Ask a firm of furniture dealers to send their price list and catalogue.

Modern Furniture
43, Ravivar Path, Belgaun

25th July 2007

Ms. J.K.S. & Co.
1st Cross, Vidhy Nagar
Hubli

Dear Sir,

Kindly send us your latest illustrated catalogue and price list of 'Home Furniture'.

Yours faithfully,

R. Ramesh
Proprietor

Example 2: Reply to the above enquiry.

J.K.S. & Co.
Steel Furniture Manufactures
1st Cross, Vidhya Nagar, Hubli

July 28, 2007

The Proprietor
Modern Furnitures
Bilgaun.

Dear Sir,

Thank you for your enquiry of July 25. We are glad to enclose the illustrated catalogue and price list of 'Home Furniture'.

Our furniture is made of high-gauge steel sheets and pipes and is designed to suit the 'luxury class' customers.

Our normal trade discount is 15% and 5% extra for bulk orders exceeding Rs. 60,000/-.

The catalogue and price list will be described to you about our products to your satisfaction. However, if you need further details or assistance in meeting your customer's special requirements, you should feel free to write to us.

Yours faithfully,

For **J.K.S. & Co.**
J.K. Shyam
Partner

Encl.: 1. Catalogue
2. Price List

- **Promptness:** As a rule, respond to the letter the day it is received.
-

Key Terms:

- **Knowledge of the Subject:** Knowledge of the past correspondence, if any, the requirements of the sender of the letter as well as knowledge of the firm's policies.
- **Appropriateness:** Vary the tone and language of your letter according to the need of the occasion.
- **Accuracy, Completeness and clarity:** All facts, figures, statements, quotations etc. must be accurately mentioned.
- **Tact:** Proper handling of complaints and adjustments and letters seeking credit.
- **Courtesy:** Courtesy implies that we seek favours politely and express our gratitude for the favours done to us.
- **Persuasion:** It means winning people to your point of view not by coercing them but by making positive suggestions.
- **Conciseness:** Don't load your letters with irrelevant details and unnecessary ifs and buts.

Business Communication Case (The Letter)

Some Borough Council : support services

Enquiries to: Mr G. L. qqqqqq

Tel:

Fax:

My Ref: - GQ1234567/xy

Your Ref:

Date: 11th October 1999

Dear Sir,

Re: xxxx yyyy zzzz

I refer to your letter dated 20th July 1999 (which has recently been copied to the authority) seeking clarification on the position with regard to the xxxx yyyy zzzz.

In reply, I would advise you that the application was in fact received in this office on the 21st July 1999 and confirm your case will be considered by Members, in due course.

If you do need to discuss any further issue arising from this communication, please contact me at the relevant time.

Yours faithfully,

Head of

Business Communication Case

The purpose of this business case is to stimulate discussion about good and bad business communication and investigate some basic concepts (such as Transaction Analysis and the choice of words and phrases that do not present a bad image or annoy (irritate) the reader.

There are no right or wrong answers to the case and, perhaps, the most important aspects are the last two questions (What do you do to ensure good communication? What does your organization do to ensure good communications?)

Process

This case can be discussed in several ways:

1. You can divide the group into several groups of four or five.
2. You can have the discussion in class
3. You can give the case to participants to prepare in their spare time.

When analyzing the responses you may wish to explore the following:

1. Do you feel that the reply is business like? In response to this question you may wish to get the participants to rank the reply from 1 (very poor) to 5 (excellent).
2. Do you feel that the choice of words and phrases are appropriate? Although the letter is brief, there are several words and phrases that require comment.
3. What message do you feel the letter sends? In response to this question you may wish to discuss Transaction Analysis (where communications styles can be Child, Parent or Adult) and also discuss the emotional state of the writer and his attitude.
4. What image do you think the letter presents of the writer and his organization? In response to this question you may wish to get the participants to rank the organization from 1 (unprofessional) through to 5 (professional).
5. What action would you expect the author of the letter to take now? In response to this question you may wish the participants to consider the feelings of the person who wrote the letters to the borough council and what he or she would expect. Especially the participants should consider both what should be done and the timetable for this (and, perhaps, discuss and specify what a reasonable timetable would be).
6. If you were the Chief Executive of this organization and saw this letter, what would you do? The suggestions to the participants are about this particular letter. However, there are wider issues. And, if the participants feel that the communication is inappropriate, then they should also suggest actions to take to find the extent of the problem and also suggest actions to

improve and ensure the improvement. This might include standards about acknowledgement and response times and methods to check correspondence.

7. What do you do to ensure good communication? Obviously all participants will feel that their own communication is good. So, this question focuses on the group sharing tips and ideas. You may wish to list these on a flip chart and get the group to rank them.
8. What does your organization do to ensure good communications? This overlaps with question six but is included to ensure that the group, critically, looks at its own organization and how management provides and ensures good communication to all.



Report Writing

Thousands of reports, long or short, formal or informal, crucial or ordinary, special or routine are written everyday. Therefore, report is a way of communication an information from someone to someone who wants to use the information.

What are the types of Business Report?

Types of Business Report:—

On the basis of legal formalities reports are:—

- (1) Formal
 - (2) Informal
- 1) **Formal Reports:** A formal report is one which is prepared in a prescribed form and is presented according to an established procedure to a prescribed authority.
 - 2) **Informal Reports:** An informal report is usually in the form of a person-to-person communication. It may range from a short, almost fragmentary statement of facts on a single page, to a more developed presentation taking several pages.

Formal reports can be statutory or non-statutory:—

A report prepared and presented according to the form and procedure laid down by law is called a statutory report

Formal reports which are not required under any law but which are prepared to help the management in framing the policies is called non-statutory report.

Periodic or Routine Reports are prepared and presented at regular, prescribed intervals.

They may be submitted annually, semi-annually, quarterly, monthly, fortnightly, weekly or even daily.

Special Reports: They are related to a single occasion or situation.

On the basis of function, a report can be:—

- 1) Informative
- 2) Interpretative

- 1) **Informative Report:** If a report merely presents facts pertinent to an issue or a situation.
- 2) **Interpretative Report:** It analyzes the facts, draws conclusions and makes recommendations.

On the basis of the number of persons entrusted with the drafting of reports:—

- 1) Reports by Individuals
- 2) Reports by committees or sub-committees.

Q.1. What according to you a good report comprises of?

Ans. Characteristics of a good report:—

- Precise and brief
- Accurate (factually and grammatically)
- Relevant
- Reader-oriented
- Objective
- Clear and Unambiguous

Q.2. What steps are involved in preparing a report?

Ans. Five steps are suggested to write a report:—

- 1) **Investigating the source of information:** It is done right in the beginning. Major sources of information are—Company files, personal observation, interviews, letters, questionnaires, library research.
- 2) **Taking notes:** During the investigation phase, the writer keeps on taking notes of anything that appears to be related to the subject.
- 3) **Analysing the data:** After taking notes it is then the data is analysed.
- 4) **Making an outline:** In this stage, the problem is stated, the facts are recorded, they are briefly analysed and the logical conclusion is arrived at.
- 5) **Writing the report:** The last stage is that of writing the report. It will need constant shuttling between the outline and the notes.

Presentation Skills

Q.1. What steps are involved in making a good presentation?

Ans. All successful presentations pass through the following six stages:—

1) **Specifying the objective:** Objectives are classified in the following seven ways:—

→ To demonstrate – a service, product, system.

→ To create – an image, strategy.

→ To entertain – colleagues, outside people.

→ To sell – a concept, product, idea.

→ To represent – a group, company, department.

→ To promote – an attitude, a way of working.

→ To suggest – a solution, a new concept.

2) **Planning:** It is necessary to plan your presentation before you actually sit down to prepare it. Planning consists of:—

→ Knowledge about the audience.

→ Considering physical factors relevant to the presentation.

→ Deciding the structure of the presentation.

3) **Preparation:**—

→ To collect all relevant information in the light of your objective.

→ Average the selected information in a logical and sequential manner.

- The opening and closing sections of the presentation are extremely important.
 - Prepare your visual carefully.
 - Check the weightage given to each section.
 - Time the presentation. Keep some margin for the fact that actual presentation takes longer than we expect.
- 4) **Practice and Rehearsal:** Practice and rehearsal under a watchful eye and accompanied with self-analysis and improvement efforts is absolutely necessary. Insist on a 'full-dress' rehearsal to get its maximum benefits.
- 5) **Getting Ready:** Wear a formal but simple and dignified dress.
- 6) **Making the Presentation:—**
- Greet the audience pleasantly and warmly.
 - Introduce yourself briefly.
 - Make a clear statement of the objectives of your presentation and tell the audience how it has been structured.
 - All this while one must sound clear, courteous & considerate.

• • •

Interview

Q.1. What is an interview?

Ans. Interview is a two way communication. The employer's aim is to know whether the applicant can be of service to his company, and the applicant's aim is to find out whether the job being offered by the company can be suitable to him.

Q.2. Describe the various techniques of interviews.

Ans. **Screening:** Screen the application of the candidates.

Random Appearance: In order to judge a man by his personal and physical appearance rather than on the basis of his application. So they call every applicant for interview.

Tests: Psychological testing has come into vogue which are adopted by many organizations.

Experience: Some companies emphasize more on experience than paper qualification.

Under stress interview: This is to see how an individual will react when put under a stressful situation.

Q.3. What preparation are to be made by interviewer for conducting a interview?

- Ans.
- 1) Be clear about company profile and job requirements.
 - 2) Send interview letters well in advance.
 - 3) Make candidate comfortable.
 - 4) Interview in a congenial and interruption – free atmosphere.
 - 5) Candidate's bio-data with each member of the committee.
 - 6) Questions according to a set procedure.

Q.4. What are the different kinds of interview?

Ans. The various kinds of interviews are:—

- 1) **Appraisal Interview:** It is held once a year to discuss the performance of the employees.
- 2) **Exit Interview:** Such interviews takes place when the employee is leaving the organization either voluntarily or through dismissal.
- 3) **Reprimand Interview:** In such kind of interview manager summons the employee to his room and talks to him in his official capacity.



Listening

Q.1. What do you mean by effective listening?

Ans. It means not only understanding the content of message but also understanding the feeling of the speaker.

Q.2. What are the advantages of listening?

Ans. 1) It promotes awareness.
2) Makes better organizational policies.
3) Solves the problems of employees.
4) Leads to the success of two way communication.

Q.3. How can you improve listening skills?

Ans. 1) Stop talking.
2) Put the speaker at ease.
3) Show a desire to listen.
4) Write down the main points and get them checked for correctness.
5) Do not create or tolerate distractions.
6) Be patient.
7) Keep your temper no matter how angrily the speaker speaks.
8) Listen 'between the lines'.
9) Keep an open mind.

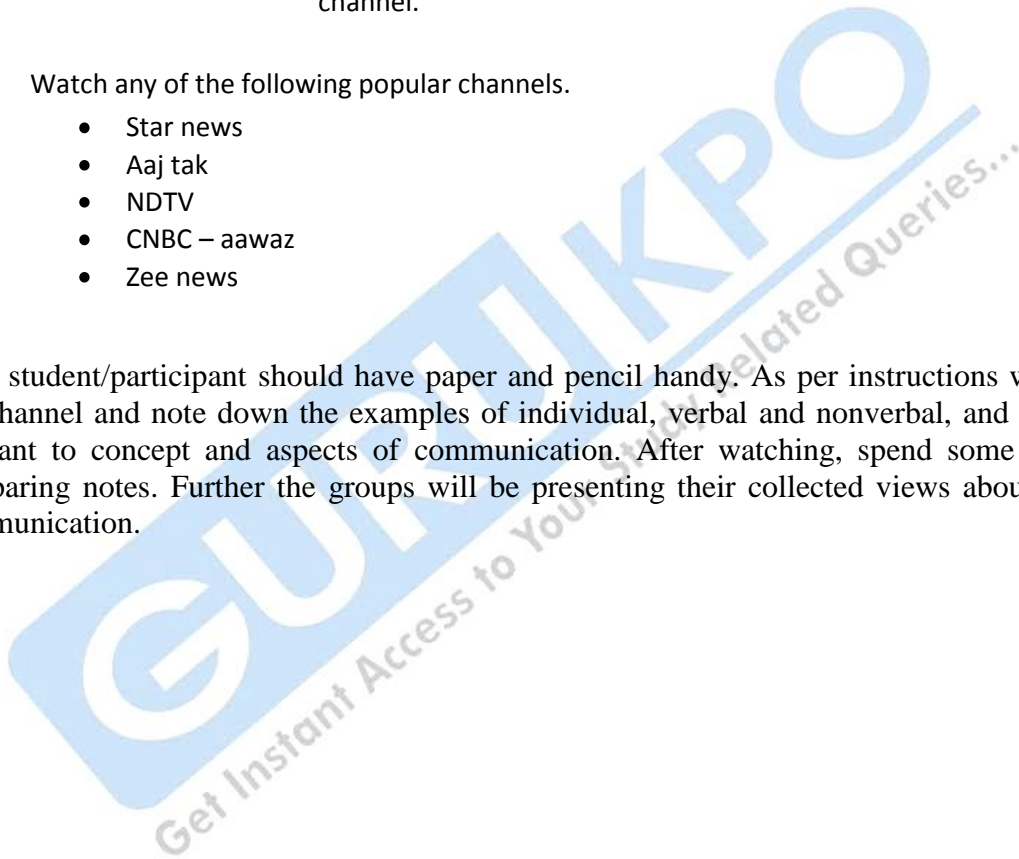
Exercise-I

What	:	Group exercise.
Why	:	This exercise will help students appreciate how Perceptions of individuals vary though the object remains the same.
How	:	faculty will divide the class into groups of students according to the numbers. Each group will be assigned a specific news channel.

Watch any of the following popular channels.

- Star news
- Aaj tak
- NDTV
- CNBC – aawaz
- Zee news

Each student/participant should have paper and pencil handy. As per instructions watch the channel and note down the examples of individual, verbal and nonverbal, and other relevant to concept and aspects of communication. After watching, spend some time comparing notes. Further the groups will be presenting their collected views about the communication.



BUSINESS COMMUNICATION**Unsolved Paper – 2012***Time Allowed : 3 Hours**Max .Marks : 100*

*Attempt five questions in all.
Question Nos. 1 and 2 are compulsory.*

Part-I

Q.1 Answer the following very short answer type questions within 50 words each.
Each question carries 2 marks. 2 x 10 = 20

- (a)What do you mean by communication?
- (b)What is Grapevine communication?
- (c) Explain E-mail?
- (d)What is seminar?
- (e)The face is the index of mind. Explain?
- (f)What is Interview?
- (g)What is circular?
- (h)What do you mean by feedback?
- (i)What is meant by Audio-Visual Communication?
- (j)Listening is not the same as hearing. Explain

- Q.2 Answer all five questions. All questions carry equal marks. (Answer limit up to 100 words) 4 x 5 = 20
- (a) 'Communication is a two way process'. Explain.
 - (b) Distinguish between formal and informal communication.
 - (c) What do you mean by Effective Listening?
 - (d) Explain the objectives of communication.
 - (e) Distinguish between Downward and Upward communication.

Part-II

Attempt any three questions. Each question carries 20 marks.

- Q.3 Explain in detail the principles of communication.
- Q.4 Discuss the modern techniques of communication.
- Q.5 Discuss obstacles of communication and also discuss remedies of removing these.
- Q.6 What is a business letter? Give a specimen of business letter.
- Q.7 Write essentials of an effective report.

BUSINESS COMMUNICATION**Unsolved Paper - 2011**

Time Allowed : 3 Hours

Max .Marks : 100

*Attempt five questions in all.
Question Nos. 1 and 2 are compulsory.*

Part-I

- Q.1 Answer the following very short answer type questions within 50 words each.
Each question carries 2 marks. 2 x 10 = 20

- (i) What is non-verbal form of communication?
- (ii) What is Fax?
- (iii) What do you mean by noise?
- (iv) What is filtering?
- (v) Mention the techniques of Visual Communication.
- (vi) What is meant by feedback loop?
- (vii) Name the types of tenses.
- (viii) What is short report?
- (ix) What is unsolicited communication?
- (x) State the method of communication services.

Q.2 Answer all five questions. All questions carry equal marks. (Answer limit up to 100 words) 4 x 5 = 20

- (i) State the points which should be considered while issuing a warning to employees.
- (ii) What is information? State its sources.
- (iii) What is the process of teleconferencing?
- (iv) Explain semantic barriers of communication.
- (v) Describe kinesics effects of communication.

Part-II

Attempt any three questions. Each question carries 20 marks.

- Q.3 What is meant by upwards and downwards communication? Explain their advantages and disadvantages
- Q.4 What is meant by communication media? On what principles the written media should be drafted?
- Q.5 (i) Explain the physical barriers to effective communication.
(ii) State techniques of effective writing.
- Q.6 “A group discussion is used as part of process of selection and elimination.” Explain the traits relevant for effective group discussion.
- Q.7 What do you mean by sales letter? Explain AIDA formula to write a persuasive letter

Unsolved Paper – 2010

Time Allowed : 3 Hours

Max .Marks : 100

*Attempt five questions in all.
Question Nos. 1 and 2 are compulsory.*

Part-I

Q.1 Answer the following very short answer type questions within 50 words each.
Each question carries 2 marks. 2 x 10 = 20

- (i) Explain Grapevine
- (ii) Define effective communication.
- (iii) Explain E-mail.
- (iv) Differentiate between formal and informal communication.
- (v) Explain audio-visual media of Communication.
- (vi) What do you mean by interview?
- (vii) What is writing skill?
- (viii) Explain effective listening.
- (ix) Write five names of barriers of communication.
- (x) Write five essentials of a good business letter.

Q.2 Answer all five questions. All questions carry equal marks. (Answer limit up to 100 words) 4 x 5 = 20

- (i) Explain the objectives of communication.
- (ii) List the various media of communication.
- (iii) Explain the physical barriers of communication
- (iv) Write a note on "Public Speaking"
- (v) Describe the various types of business letters. (Name only)

Part-II

Attempt any three questions. Each question carries 20 marks.

- Q.3 Explain the communication process in detail.
- Q.4 Write a detailed note on modern media of communication.
- Q.5 Describe the socio-psychological barriers of communication and give your suggestion to remove them.
- Q.6 Write the essentials of an effective report.
- Q.7 Draft a business letter for business enquiry about 3G model mobile of XYZ Limited.

Unsolved Paper – 2009

Time Allowed : 3 Hours

Max .Marks : 100

*Attempt five questions in all.
Question Nos. 1 and 2 are compulsory.*

Part-I

Q.1 Answer the following very short answer type questions within 50 words each.
Each question carries 2 marks. 2 x 10 = 20

- (i) What is non- verbal form of communication?
- (ii) How is communication defined?
- (iii) What is fax?
- (iv) What do you mean by E-mail?
- (v) What do you mean by noise?
- (vi) What is filtering?
- (vii) Name the types of tenses.
- (viii) What is short report?
- (ix) Write four objectives of oral presentation.
- (x) What is writing skill?

Q.2 Answer all five questions. All questions carry equal marks. (Answer limit up to 100 words) 4 x 5 = 20

- (i) Explain in brief effective communication.
- (ii) What is the process of teleconferencing?
- (iii) Differentiate between active and passive voice by giving two examples.
- (iv) Explain objectives of interview.
- (v) What do you mean by format of a business letter?

Part-II

Attempt any three questions. Each question carries 20 marks.

- Q.3 What is meant by upwards and downwards communication? Explain their advantages and disadvantages.
- Q.4 Elucidate the essential elements of effective oral communication. Distinguish between oral and written communication?
- Q.5 What are the barriers in business communication? Suggest measures to remove them.
- Q.6 "A group discussion is used as part of process of selection and elimination". Comment. Explain the traits relevant for effective group discussion.
- Q.7 What do you mean by sales letter? Explain AIDA formula to write a persuasive letter.

Unsolved Paper – 2008

Time Allowed : 3 Hours

Max .Marks : 100

*Attempt five questions in all.
Question Nos. 1 and 2 are compulsory.*

Part-I

Q.1 Answer all ten questions. All questions carry equal marks. (Answer limit up to 50 words each). 2 x 10 = 20

- (i) What is business communication?
- (ii) What is Grapevine Communication?
- (iii) What are the physical barriers of communication?
- (iv) What is telex?
- (v) What do you mean by body language?
- (vi) What are the objectives of interview?
- (vii) What do you mean by active listening?
- (viii) What is writing skill?
- (ix) What is persuasive letter?
- (x) What do you mean by formal report?

Q.2 Answer all five questions. All questions carry equal marks. (Answer limit up to 100 words each) 5 x 4 =20

- (i) Explain in brief the objectives of communication.
- (ii) Distinguish between oral and written communication.
- (iii) How the 'language' and 'personal differences' affects the communication?
- (iv) Explain the main features of a good report.
- (v) Explain the process of interview.

Part-II

Attempt any three questions. Each question carries 20 marks.

- Q.3 What is an effective communication? Discuss the general principle of effective communication.
- Q.4 What do you mean by internet? What are its uses and its barriers?
- Q.5 What is meant by effective listening? Describe its main principles?
- Q.6 What is meant by business letter? How you will make a plan for a business letter? Explain it.
- Q.7 What do you mean by group decision making? Discuss various techniques of group decision making.

Unsolved Paper – 2007

Time Allowed : 3 Hours

Max .Marks : 100

*Attempt five questions in all.
Question Nos. 1 and 2 are compulsory.*

Part-I

Q.1 Answer all ten questions. All questions carry equal marks. (Answer limit up to 50 words each). $2 \times 10 = 20$

- (i) Communication is a social activity.
- (ii) Written communication has a longer life than oral communication.
- (iii) Group decisions are not always good.
- (iv) Grapevine communication encourages rumors.
- (v) Colors also communicate.
- (vi) Anger is the enemy of communication.
- (vii) Listening is not the same as hearing.
- (viii) The face is the index of the mind.
- (ix) Volume variation puts life into speaking.
- (x) Reply to a compliant should be politely worded.

Q.2 Answer all five questions. All questions carry equal marks. (Answer limit up to 100 words each) . $5 \times 4 = 20$

- (i) Describe the role of feedback in effective communication.
- (ii) Write the paralanguage aspects of effective oral communication.
- (iii) Distinguish between the formal and informal channels of communications.
- (iv) Compare the "Nominal Group" and "Delphi" techniques of group decision making.
- (v) Describe various types of reports.

Part-II

Attempt any three questions. Each question carries 20 marks.

- Q.3 "Communication is a two way process." Explain in this context the process of communication. Discuss why communication is so important to an organization.
- Q.4 Distinguish between the following (with examples)
- (i) Downward and upward communication.
 - (ii) Office order and office circular.
- Q.5 Write short notes on the following.
- (i) Space language
 - (ii) Paragraph unity
 - (iii) Essentials of effective correspondence
 - (iv) Quotation letter
- Q.6 What are the barriers to communication? Give the suggestion to overcome these barriers.
- Q.7 What are the various causes for complaints of customers? Explain with examples
- (i) Complaint letter and
 - (ii) Reply to the complaint letter.

Unsolved Paper – 2006

Time Allowed : 3 Hours

Max .Marks : 100

*Attempt five questions in all.
Question Nos. 1 and 2 are compulsory.*

Part-I

Q.1 Answer all ten questions. All questions carry equal marks. (Answer limit up to 50 words each). $2 \times 10 = 20$

- (i) The process of communication begins within a sender.
- (ii) Effective communication means.
- (iii) Written communication is a time consuming activity.
- (iv) Face-to-Face communication means.
- (v) Differences between upward and downward communication.
- (vi) Modern media telex means.
- (vii) Semantic barriers are also hurdle of effective communication.
- (viii) Group discussion also encourages good communication.
- (ix) Effective listening is also necessary for effective communication.
- (x) Credibility is also important for effective communication.

Q.2 Answer all five questions. All questions carry equal marks. (Answer limit up to 100 words each). $5 \times 4 = 20$

- (i) Discuss the characteristics of communication.
- (ii) Write a short note on Grapevine.
- (iii) How visual aids are useful in public speaking?
- (iv) Explain the different types of communication barriers.
- (v) Briefly state the points which are considered while writing a report.

Part-II

Attempt any three questions. Each question carries 20 marks.

- Q.3 What is written communication? How it can be used to make it effective. What should be the language of business writing?
- Q.4 What do you mean by effective communication? How does the knowledge of communication process help us in communication effectively?
- Q.5 What do you mean by interview? How is it different from presentation and group discussion?
- Q.6 Explain the following :
- (a) Tense and models
 - (b) Active and passive voice
- Q.7 Draft a business letter for business enquiry about 3 G model mobile of XYZ Limited.

Bibliography:

S.No.	Book Name(National)	Author Name	Publication
1.	Business Communication	Pal Rajendra & Korlahalli	Sultan Chand & Company
2.	Business Communication	M.J.Mathew	RBSA Publications
3.	Business Communication	ICFAI University	ICFAI University Press
4.	Business Correspondence & Report Writing	R.C. Sharma, Krishna Mohan	Tata Mc Graw Hill
5.	Business Communication	Pandey H.S, Neelima Pareek, Avantika Srivastava, Rakhi Gulati, Neha Sharma	RBD Publications

