

Course Name : BBA / BCOM

Subject Name: Business Communication

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Unit -1

Basic of Communication:

Introduction – answer- By and large, **communication** (from Latin *commūnicāre*, meaning "to share") is a purposeful activity of exchanging information and meaning across space and time using various technical or natural means, whichever is available or preferred.

Communication requires a sender, a message, a medium and a recipient, although the receiver does not have to be present or aware of the sender's intent to communicate at the time of communication; thus communication can occur across vast distances in time and space. Communication requires that the communicating parties share an area of communicative commonality. The communication process is complete once the receiver understands the sender's message

Why communication:-

The strength of a Communication major resides in an understanding of communication's place in humanity and in a fully developed ability to participate effectively and responsibly in communication with others. Your education in Communication will go beyond performance courses that teach speaking skills; additional coursework explores our knowledge of communication in business, government, and other human

Institutions and relationships. Few choices of major afford such vital knowledge in preparing for a career. In many professions, employers praise the ability to communicate as central to an effective employee. As a result, our majors move rapidly into a broad range of careers...

Definition of Communication:-

Two-way process of reaching mutual understanding, in which participants not only exchange (encode-decode) information, news, ideas and feelings but also create and share meaning. In general, communication is a means of connecting people or places. In business, it is a key function of management--an organization cannot operate without communication between levels, departments and employees.

Importance of Communication:-

Good communication is an essential tool in achieving productivity and maintaining strong working relationships at all levels of an organization.

Employers who invest time and energy into delivering clear lines of communication will rapidly build up levels of trust amongst employees, leading to increases in productivity, output and morale in general.

Poor communication in the workplace will inevitably lead to unmotivated staff that may begin to question their own confidence in their abilities and inevitably in the organization.

Elements of communication process:-

This section of the book deals with the technical aspects of Communication, recognizing the fact that communication in the Modern health care setting is, thanks to advancing technology, being carried out in a bewildering array of new ways. Despite this importance of well-developed writing skills must not be Lost in the rush to communicate by email, especially as this seems to have a detrimental impact on the use of clear English.

The first chapter in this section, entitled Written Communication, Provides a comprehensive and clear overview of how to write clearly and logically. In an era when clinical professionals are being required more and more to explain what they do to an increasingly skeptical public, it seems fair to suggest that high quality writing will assist greatly in making such matters easy to Comprehend. As with many practical skills, there seems neither time nor inclination to teach it in any depth to prequalifying Nurses, doctors or other clinical groups. It is for this reason that the decision to include a chapter on this important subject was Taken. All too often we assume that we write well although the Results rarely bear this out. A cursory perusal of the increasingly Impenetrable 'English' contained in many Department of Health Circulars and edicts provide further evidence of deficiency. The

Clear, practical and knowledgeable chapter on writing skills aims to give the reader the necessary insight to improve their skills considerably.

Communication process Models:

We teach the same models of communication today that we taught forty years ago. This can and should be regarded as a mark of the enduring value of these models in highlighting key elements of that process for students who are taking the process apart for the first time. It remains, however, that the field of communication has

evolved considerably since the 1960's, and it may be appropriate to update our models to account for that evolution. This paper presents the classic communication models that are taught in introducing students to interpersonal communication and mass communication, including Shannon's information theory model (the active model), a cybernetic model that includes feedback (the interactive model), an intermediary model (sometimes referred to as a gatekeeper model of the two-step flow), and the transitive model. It then introduces a new ecological model of communication that, it is hoped, more closely maps to the the range of materials we teach and research in the field of communication today. This model attempts to capture the fundamental interaction of language, medium, and message that enables communication, the socially constructed aspects of each element, and the relationship of creators and consumers of messages both to these elements and each other.

Effective Communications:-

In the information age, we have to send, receive, and process huge numbers of messages every day. But effective communication is about more than just exchanging information; it also about understands the emotion behind the information. Effective communication can improve relationships at home, work, and in social situations by deepening your connections to others and improving teamwork, decision-making, and problem solving. It enables you to communicate

Even negative or difficult messages without creating conflict or destroying trust. Effective communication combines a set of skills including nonverbal communication, attentive listening, the ability to manage stress in the moment, and the capacity to recognize and understand your own emotions and those of the person you're communicating with.

While effective communication is a learned skill, it is more effective when it's spontaneous rather than formulaic. A speech that is read, for example, rarely has the same impact as a speech that's delivered (or appears to be delivered) spontaneously. Of course, it takes time and effort to develop these skills and become an effective communicator. The more effort and practice you put in, the more instinctive and spontaneous your communication skills will become.

Communication theories:-

Assumptions about communication:

Visualize it: you're in a meeting, discussing the budget for the Security Division. You begin to state your idea regarding an issue with cyber security, "The biggest problem I see is..." and suddenly the gentleman down the table interrupts, "Yes! The biggest problem is the way the pens and pencils in the storeroom keep disappearing. Exactly!" You stop and frown. Everyone looks perplexed. What do pens and pencils have to do with cyber security?

The co-worker who interrupted you made a common mistake in communication – he made an assumption. In fact, he made several assumptions. He assumed your statement was about security in general as opposed to cyber security. He also assumed that he knew what your statement was going to focus on. Finally, he assumed that you and he agreed about the problem.

Communication theory -

The theories presented here are related to communication. Students can use these theories as a rich source for a better understanding of the theoretical fieldwork of communication. Choosing a theory for an assignment or report is made easier, since you are able to 'browse' through the different theories. All theories which are selected are used in the courses of Communication Studies. Stay critical when you use a theory, because theories are subjectively measured. A lot of theories are mentioned below, make your own judgment about which theories are most helpful and think why they are helpful.

Communication Models-

Shannon's (1948) model of the communication process is, in important ways, the beginning of the modern field. It provided, for the first time, a general model of the communication process that could be treated as the common ground of such diverse disciplines as journalism, rhetoric, linguistics, and speech and hearing sciences. Part of its success is due to its structuralism reduction of communication to a set of basic constituents that not only explain how communication happens, but why communication sometimes fails. Good timing played a role as well. The world was barely thirty years into the age of mass radio, had arguably fought a world war in its wake, and an even more powerful, television, was about to assert itself. It was time to create the field of communication as a unified discipline, and Shannon's model was as good an excuse as any. The model's enduring value is

readily evident in introductory textbooks. It remains one of the first things most students learn about communication when they take an introductory communication class. Indeed, it is one of only a handful of theoretical statements about the communication process that can be found in introductory textbooks in both mass communication and interpersonal communication.

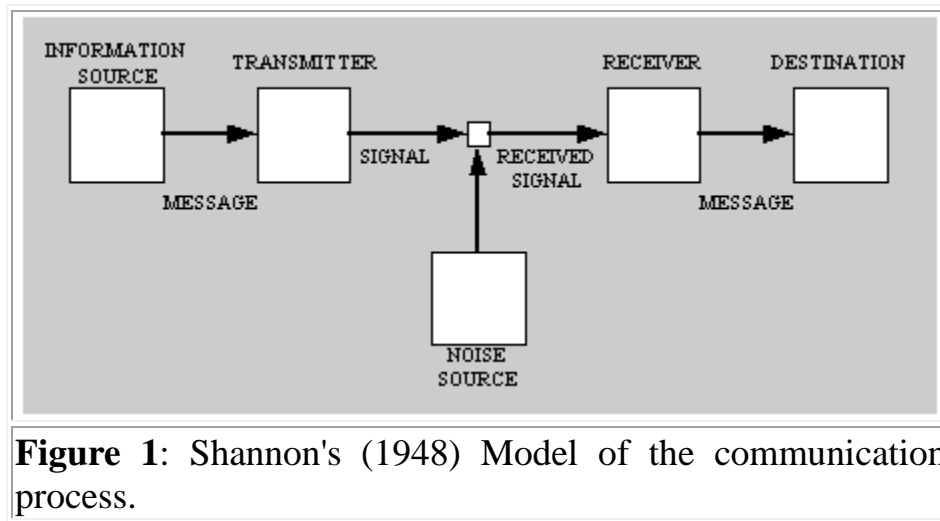


Figure 1: Shannon's (1948) Model of the communication process.

Shannon's model, as shown in Figure 1, breaks the process of communication down into eight discrete components:

1. An information **source**. Presumably a person who creates a message.
2. The **message**, which is both sent by the information source and received by the destination.
3. A **transmitter**. For Shannon's immediate purpose a telephone instrument that captures an audio signal, converts it into an electronic signal, and amplifies it for transmission through the telephone network. Transmission is readily generalized within Shannon's information theory to encompass a wide range of transmitters. The simplest transmission system that associated with face-to-face communication has at least two layers of transmission. The first, the mouth (sound) and body (gesture) create and modulate a signal. The second layer, which might also be described as a channel, is built of the air (sound) and light (gesture) that enable the transmission of those signals from one person to another. A television broadcast would obviously include many more layers, with the addition of cameras and microphones, editing and filtering systems, a national signal distribution network (often satellite), and a local radio wave broadcast antenna.
4. The **signal**, which flows through a channel. There may be multiple parallel signals, as is the case in face-to-face interaction where sound and gesture

involve different signal systems that depend on different channels and modes of transmission. There may be multiple serial signals, with sound and/or gesture turned into electronic signals, radio waves, or words and pictures in a book.

5. A carrier or **channel**, which is represented by the small unlabeled box in the middle of the model. The most commonly used channels include air, light, electricity, radio waves, paper, and postal systems. Note that there may be multiple channels associated with the multiple layers of transmission, as described above.
6. **Noise**, in the form of secondary signals that obscure or confuse the signal carried. Given Shannon's focus on telephone transmission, carriers, and reception, it should not be surprising that noise is restricted to noise that obscures or obliterates some portion of the signal within the channel. This is a fairly restrictive notion of noise, by current standards, and a somewhat misleading one. Today we have at least some media which are so noise free that compressed signals are constructed with an absolutely minimal amount information and little likelihood of signal loss. In the process, Shannon's solution to noise, redundancy, has been largely replaced by a minimally redundant solution: error detection and correction. Today we use noise more as a metaphor for problems associated with effective listening.
7. A **receiver**. In Shannon's conception, the receiving telephone instrument. In face to face communication a set of ears (sound) and eyes (gesture). In television, several layers of receiver, including an antenna and a television set.
8. A **destination**. Presumably a person who consumes and processes the message.

Unit 3

Audience Analysis:

Searle's also breaks up workplace communications into four broad categories: upward communication--intended for those above you in the workplace hierarchy,

lateral communication--intended for those at your own level, downward communication--intended for those below you in the hierarchy, and outward communication--intended for those outside your workplace.

Both of these approaches provide ways for writers to gauge who their audience is and to write a letter or memo or some other type of document with that audience in mind--in terms of factors like format, content, diction (word choice), and tone.

Introduction - Understanding one's audience is one of the most important elements of effective communication. Audience analysis can help you gain valuable insight about your readers, which can help you to choose and develop a relevant, meaningful topic. It can also help you to create a writing plan that is tailored effectively to your reading audience, with appropriate tone, style, language and content.

There are three main areas to consider when analyzing your audience: demographics, dispositions and knowledge of the topic. For each of these areas, there are a set of questions to answer which will help stimulate your thinking about your audience. In addition to the questions below, you should consider how each of these factors (age, socio-economic status, etc.) Affect your readers' attitudes, expectations and opinions about you and your topic.

Types of Audience-

ANOTHER WAY TO LOOK AT AUDIENCE

Here is one more approach to audience that Searle's notes that may add to your understanding. This categorization is one that is used widely and combines concerns with what an audience knows and that audience's relationship to the writer. Here, then, is another way to look at audience types:

1) Expert--has substantial previous knowledge of the topic

Example: If you are using an e-mail message to send a new idea to a colleague who has been working with you to improve the communication system at your workplace, chances are that the colleague knows a great deal about the project--what's been done so far, what the goals are, etc. In that sense, your audience is an expert. There's no need to cover the basics, just the new idea.

2) Layperson--has little or no previous knowledge of the topic

Example: If you are writing a letter to a customer about a brand new service your company is offering, that customer probably knows nothing about the service because it is new. In this case, your audience is a layperson. You'll need to be careful to explain even the most basic details about the new service.

3) Executive--has decision-making power (perhaps even over the writer's career)

Example: You are writing a letter to your supervisor recommending that he or she adopt the new sick leave policy that you and your committee have hammered out. Since your supervisor will make the final decision, he or she is an executive audience. You'll want to provide enough information so that your supervisor can make an informed decision. You'll also need to demonstrate respect and tact, since this reader is above you in the workplace hierarchy.

4) Technician--a hands-on operator of equipment or one involved in the execution of a technical process

Example: If you are writing a set of instructions to someone for operating a new piece of equipment, you are writing to a technician.

5) Complex--a combination of an expert and an executive

Example: If your supervisor from the executive example (#3 above) happens to have worked with you on the project or has dealt extensively with such policies before, then you have a complex audience on your hands. Not only will you need to be informative and respectful, but you better know your stuff and are careful not to waste space on details with which your reader is already familiar.

Of course, any given audience probably is a combination of one or more of the types listed above. The technician may or may not be an expert on the type of machine for which you have written instructions. Or your supervisor may, in fact, be a layperson, a reader who has very little knowledge of your committee's work. It's also a short step to realizing how these audience types and Searle's categories of communication overlap. For instance, an executive reader would indicate that you are involved in upward communication; a layperson might involve upward, lateral, downward, or outside communication, and so on.

Importance of Audience: –

Different audiences have different communication needs. And different segments of audiences have different communication needs. As PR has progressed from the days of mass communication, we have increasingly been able to target our messages to the needs of different audience segments – internally and externally.

Audience segmentation is the process of dividing an audience into smaller groups, with similar characteristics, wants and needs that are selected according to our communication objectives. Audience segmentation is based on the assumption that different groups of audience have different characteristics that influence the extent to which they pay attention to, understand and act on different messages.

We can identify audience segments, but it is not always practicable to reach them due to our limited resources. The ideal audience size is one person. Tailoring our communication to the needs of each individual is the ideal. However, it is not practicable to do this – too costly and time consuming.

The slicing and dicing of a list of people can be quite demanding, so the challenge is to find the balance between the smallest number of messages and channels required to distribute information, while at the same time forming audience-segments that are as similar as possible. In essence, this is a balance between reach and specificity. The greater the reach of a campaign, the greater the number of individuals who can be influenced, but increased reach results in a mixed audience. Messages designed to reach a broad cross-section of the audience are likely to be less effective in bringing about higher-order (egg behavioral) changes than lower-order (egg attitudinal) changes because they are less tailored to the needs of individuals.

Unit-4

Self Development:

What is self -development-

Personal development includes activities that improve awareness and identity, develop talents and potential, build human capital and facilitate employability, enhance quality of life and contribute to the realization of dreams and aspirations. The concept is not limited to self-help but includes formal and informal activities for developing others in roles such as teacher, guide, counselor, manager, life coach or mentor. When personal development takes place in the context of institutions, it refers to the methods, programs, tools, techniques, and assessment systems that support human development at the individual level in organizations. How communication leads to self development-

Communication is an important aspect of life without communication friendships and social relationships can't be formed or messages can't be conveyed. Communication is also an important aspect of getting a job because without communication or lack of communication you could never get a job or have a very difficult time getting job by yourself. Communication is also an important in the way relationships can be formed and how dates and that could lead to having children, babies act. communication is verbal and non-verbal, verbal is the messages conveyed through speeches and our social relationships with people, this is why communication is a key aspect of forming friendships, conveying the right messages in speeches, non-verbal communication is conveying message non-verbally and facial expressions even dancing can be considered communication as it conveys a message or sex could be a form of communication, with lack of non-verbal skills could lead to being misread, lacking motor skills to a degree and speaking to loud or doing things that aren't normal or appropriate.

Unit -5

Developing Positive Attitude:

Impact of positive Attitude on communication:-

Attitude, or perception, can impact business communication in both positive and negative ways. Colleagues with extreme points of view may find it hard to see one another's perspective because each has the attitude that the other must be wrong without taking time to analyze the situation. Likewise, employees with similar attitudes may inadvertently overlook instances of miscommunication because they have the attitude they are always in agreement with one another.

How to develop positive Attitude-

If you're currently struggling with making a commitment to completing your education you may want to ask yourself the following questions:

- What is your interest and attitude toward college?
- Is college important to you?
- Are you willing to give up whatever it takes in order to be successful in college?
- How clear are you about your own educational goals?
- Is school really important or worthwhile to you?
- Do you have a "Plan B" or second major in mind?
- Are you able to eliminate negative "self talk?"

Try to consider how a college degree fits into the future you see for yourself. Attitude is everything. These tips will help you create a winning attitude, and help others to do the same.

- **Use the right words.** Use statements like, "I have a positive attitude," or "We'll find a solution," in daily conversation. The words you use on a daily basis have a major impact on your attitude and moods.
- **Strive for Optimism.** Having a positive attitude is something you should strive for. It isn't something you are or are not, it is something you become.
- **What company do you keep?** Do your friends have negative attitudes? Does it rub off on you? Many times the company we keep can affect our attitudes. If your group at work or home negatively affects your attitude, take the necessary steps to change the situation. If all else fails, change the people around.
- **When you know you need a Change.** When you know you aren't happy, admit it to yourself and take action to reverse it. This is a very difficult thing to do especially when you aren't in the mood to admit things to yourself. It may be hard, but it is worth it. When you are negative, realize it and change it.
- **Listen to What Others Say.** We may like to tell ourselves that we are positive people, but it's not always true. Listen to what your friends say about your attitude. They may say things that you don't want to hear, but sometimes the best changes in life come from constructive criticism.

- **What Makes You Happy?** When you know what makes you upset, you will be able to avoid these situations and save yourself the tension and frustration they bring. If it is a situation that you cannot avoid, learn how to make the best of it. This is vital to your attitude and mood. Your “happy” buttons will serve to improve your attitude again and again.
- **Appreciate the Things You Have.** Look around you and learn to appreciate everything you have in your life. Your family, friends, career, home, food, car, etc., is enough to create a positive attitude because no matter how bad things get in life, we still must be thankful for everything we still have. Put things into perspective, and enjoy the good things in your life.
- **Think twice before you Act Once.** Look at problems logically. When you let emotion take over, you may do things that made sense at the time, but in the end were not the best choices. Before you act, think about what your action(s) will cause. If a person does something wrong that negatively affects you, don't attack. Think about the best response. Only after you have done this twice should you take action.

Unit -6

Corporate communication:

Corporate communication-

The sharing of information within a business. Corporate communication elements of a corporation. To facilitate corporate communication, a business manager will usually need to have or develop considerable interpersonal skills - such as effective speaking, writing and listening - in order to best assist information sharing within their department. Also called organizational communication.

Marketing communication-

Marketing communications are messages and related media used to communicate with a market. Marketing communications is the "promotion" part of the "marketing mix" or the "four Ps": price, place, promotion, and product. It can also refer to the strategy used by a company or individual to reach their target market through various types of communication.

Those who practice advertising, branding, brand language, direct marketing, graphic design, marketing, packaging, promotion, publicity, sponsorship, public relations, sales, sales promotion and online marketing are termed marketing communicators, marketing communication managers, or more briefly, macro managers.

Traditionally, marketing communications practitioners focused on the creation and execution of printed marketing collateral; however, academic and professional research developed the practice to use strategic elements of branding and marketing in order to ensure consistency of message delivery throughout an organization - a consistent "look & feel". Many trends in business can be attributed to marketing communications; for example: the transition from customer service to customer relations, and the transition from human resources to human solutions and the trends to blogs, email, and other online communication derived from an elevator pitch.

Types of corporate communication-

In my last blog post I wrote about the surf shop owner who perhaps wasn't making the best use of *corporate communications* to build customer loyalty and increase his customer base. There are numerous models of corporate communications, but for simplicity's sake let's break corporate communications down into two broad types: internal and external.

Internal corporate communications are those messages that are conveyed to employees and stakeholders that have an interest in the production side of the business, as opposed to external communications, which are those messages, meant for the consumer of the goods or services the company produces. Internal communications include:

- The company's mission statement
- Employee manuals and handbooks
- Employee newsletters, e-newsletters and e-mails
- Information contained on the company intranet
- Trainings and seminars
- Unwritten communication such as corporate cultural norms
- Communication given to shareholders (who may also be consumers).

Formal vs. Informal communication Network-

Formal communication-

Meaning of formal communication: When an organization communication occurs by following the prescribed or official or predetermined rules, policy and regulation of the organization is called formal communication. Formal communication is governed by the established chain of command. Internal information exchanged from one to another following the conventional rules. But this type of communication system may be used for both internal and external purposes. Some important definitional communications are as follows:

Informal communication-

When an organization does not follow any prescribed or official rules or procedures of the organization is called *informal communication*. The basis of informal communication is spontaneous relationship among the participants.

Informal communication system is the opposite system of ***formal communication***. In this system the communication is made without following any predetermined rules of policy. Informal communication plays a vital role to operate the organization's activities. When the employees cannot understand the subject matter of the communication, they can discuss with their authority anywhere about the matter as like in the dining table or in the play ground or in the club. Some definitions of informal communication are as follows:

Unit -8

Barriers of communication:

Semantic Barriers-

Semantics is related to meanings of words. To be more exact, it is related to connotative and denotative meanings of words and its study. Every word has a direct meaning called the denotative meaning. In addition to its exact or lexical meaning, words also acquire implied meanings called connotative meanings. Connotations are understood based only on an individual's experience. If the

encoder and decoder do not share the same connotative meaning for a word, miscommunication occurs. We have already seen how 'bimonthly' can mean two different concepts to two different people even at denotative level. Similarly, examine the word 'cheap' as an adjective. You will enjoy a 'cheap holiday' because you spend less than the real cost. Industries desire 'cheap labor' to reduce the overall cost of production. These connotations of cheap as an adjective are different from the connotations in expressions like "cheap popularity" and "cheap joke". If the receiver does not understand the connotation attributed by the sender, miscommunication takes place. But when words are used for denotations alone, not much damage will be done. To overcome the semantic barrier to communication, the communicator should choose the precise and exact word that will carry the same meaning for the receiver in the given context. The meaning of the word is related to context at the connotation level. A complimentary expression may derive a connotative derogative meaning which will ruin the communication process. If you examine the word 'fellow', you will find so many connotations to it. The word used with adjectives such as 'nice' and 'lousy' change the complexion of the word 'fellow'. A 'nice fellow' and a 'lousy fellow' are poles apart. If you call someone a 'fellow scholar', he is your contemporary. A 'fellow traveler' is simply your co-passenger on a train, but in another context he is a sympathizer or a secret member of the communist party. Fellowship simply means companionship / friendliness. However, in special contexts it can have different connotations. You can be a scholar with UGC (University Grants Commission) getting a fellowship.

Physical Barriers-

There are a host of physical factors that can prevent individuals from having an effective communication. Physical barriers relate to disturbance in the immediate milieu which can interfere in the course of an effective communication. Let us take a look at some physical factors to communication.

Environment

Some barriers are due to the existing environment. If you are standing in adverse weather conditions, your conversation would be hampered because you would not be able to pay full attention to what the other person is saying. The ambiance in which you are having a conversation also plays an important part in the quality of a conversation. If the place is too noisy, or too crowded, you may not be able to clearly listen to the speaker. For example, if you are having a conversation with someone along the roadside, the honks and noise of the passing vehicles can make

it difficult for you to concentrate on what you are saying, apart from interfering in effective listening. Similarly, if you are talking to someone in scorching heat, then the physical discomfort can easily cause you to be disinterested in the conversation.

Organizational Barriers-

Organizational Communication refers the in house sharing of ideas, views and concepts through available formal or informal communication media. Organization communication mostly reflects the formal communication on organizational context but the informal communication is also important as it is used among the employees to exchange views and understand any formal organizational topic.

Organizational communication is a type of communication that occurs within a group, agency, or enterprise. This type of communication can occur horizontally, from the top going down or vice versa. A horizontal type of communication can also occur between peers or at the same staff level, supervisor cluster, or management group.

Psychological Barriers-

One meaning of the term psychological barriers is the self limiting beliefs a person may have which in turn affects their behavior - that is ...what they do or don't do as a result of having a self limiting belief. For example, a person might have a belief that they can't ride a bicycle and carry this belief with them through their life, and as such they would never attempt to ride a bicycle. This belief will usually have been developed as a result of their past experience - they may have tried to ride a bicycle as a young child, perhaps they started to ride but fell off - hurting themselves in the process. If they tried to ride again shortly after the first accident, and subsequently fell off again, hurting themselves, they would perhaps begin to believe that they can't ride a bicycle. And they will hold this belief or psychological barrier until they receive sufficiently strong evidence to change this belief. There is no reason, for example, why a fit and able bodied adult cannot learn to ride a bike in adulthood. But if that person has a psychological barrier which tells them that they can't do this - then they probably never will. In my field of being a career coach I often see people who have psychological barriers which prevent them from starting a job search to change a job or career that they hate. They don't take action for change because they have a usually incorrect belief that they aren't good enough, don't have enough or the right type of experience, don't have the confidence etc.

If you are a healthy and otherwise reasonably well adjusted adult you will have the capacity to challenge and overcome your psychological barriers.

How to overcome communication Barriers-

There is a lot of communication barriers faced these days by all. The message intended by the sender is not understood by the receiver in the same terms and sense and thus communication breakdown occurs. It is essential to deal and cope up with these communication barriers so as to ensure smooth and effective communication. As, in the previous section we have discussed the major barriers of communication. Let's talk about **how to overcome these barriers of communication**.

1. **Eliminating differences in perception:** The organization should ensure that it is recruiting right individuals on the job. It's the responsibility of the interviewer to ensure that the interviewee has command over the written and spoken language. There should be proper Induction program so that the policies of the company are clear to all the employees. There should be proper trainings conducted for required employees (for egg: Voice and Accent training).
2. **Use of Simple Language:** Use of simple and clear words should be emphasized. Use of ambiguous words and jargons should be avoided.
3. **Reduction and elimination of noise levels:** Noise is the main communication barrier which must be overcome on priority basis. It is essential to identify the source of noise and then eliminate that source.
4. **Active Listening:** Listen attentively and carefully. There is a difference between "listening" and "hearing". Active listening means hearing with proper understanding of the message that is heard. By asking questions the speaker can ensure whether his/her message is understood or not by the receiver in the same terms as intended by the speaker.
5. **Emotional State:** During communication one should make effective use of body language. He/she should not show their emotions while communication as the receiver might misinterpret the message being delivered. For example, if the conveyer of the message is in a bad mood then the receiver might think that the information being delivered is not good.
6. **Simple Organizational Structure:** The organizational structure should not be complex. The number of hierarchical levels should be optimum. There should be an ideal span of control within the organization. Simpler the organizational structure, more effective will be the communication.
7. **Avoid Information Overload:** The managers should know how to prioritize their work. They should not overload themselves with the work. They should

spend quality time with their subordinates and should listen to their problems and feedbacks actively.

8. **Give Constructive Feedback:** Avoid giving negative feedback. The contents of the feedback might be negative, but it should be delivered constructively. Constructive feedback will lead to effective communication between the superior and subordinate.
9. **Proper Media Selection:** The managers should properly select the medium of communication. Simple messages should be conveyed orally, like: face to face interaction or meetings. Use of written means of communication should be encouraged for delivering complex messages. For significant messages reminders can be given by using written means of communication such as: Memos, Notices etc.
10. **Flexibility in meeting the targets:** For effective communication in an organization the managers should ensure that the individuals are meeting their targets timely without skipping the formal channels of communication. There should not be much pressure on employees to meet their targets.

Unit -9

Practices in Business communication:

Group communication –

We belong to groups to satisfy needs that we cannot meet on our own. By coming together with others, we pool our knowledge and experience to make decisions and accomplish tasks more efficiently than we could individually. We consider groups so important that the average person will spend one year of his or her life in group meetings! Clearly, the more effectively we operate in groups, the greater the return on the investment of our time.

The principal activity in groups is communication. Groups function by communicating ideas. An effective group is one that reaches its conclusions after considering the widest range of ideas. The group will have a wider range to consider if all members contribute ideas. For the group to fulfill its potential, all the members need to feel comfortable in communicating their ideas, and must feel a responsibility to contribute to the group discussion. If all members are not participating, some of the advantages of group action are lost.

Both the leaders and members influence the degree of participation among group members. By increasing participation, not only will the group do a better job of

accomplishing its goals, but it is more likely to satisfy individual member goals. The more we believe the group capable of meeting our needs, the more attractive it will be to us, and the more likely we are to increase our future participation. So both members and the group as a whole benefit from improved group communication.

Group Discussion-

In short, the GD panel is testing whether you know the topic well, are able to present your point of view in a logical manner, are interested in understanding what others feel about the same subject and are able to conduct yourself with grace in a group situation.

Outlined are some tips and suggestions that will help you prepare well for

Group Discussion:

1. Train yourself to be a good listener. Develop the patience to listen attentively.
2. Acknowledge that everyone has something valuable to say.
3. When speaking in a GD, your job is to articulate your point of view in a way that is easy for others to comprehend.
4. Inculcate the good habit of structuring your thoughts and presenting them logically.
5. Writing essays on a variety of topics is good practice developing thought structure.
6. The only way to prepare is to read more, develop a keen interest in current affairs.
7. Seek opportunities to discuss these in groups.
8. Learn to respect others for what they are.
9. Learn to be open-minded and recognize the fact that people think differently about issues.
10. Train your mind to think analytically.
11. Your GD arguments should have 'meat'.

Tips for Personal Interview

1. Don't start with the phrase – Myself XYZ – there's no better way it put the panel off.

2. Getting into details about siblings and cousins – especially the one who seem to have done well. Panelists want to know about you, not about your extended family.
3. Don't cite – 'making friends' or 'meeting new people' – as a hobby. Wonder how one pursues a hobby like 'meeting new people'!
4. Don't say things like – I studied this in my first year – as an excuse for not knowing more basic stuff related to their subject of study. The panel members study this about 20 years back – they still remember about it.

Mock Interview-

A mock interview is an emulation of an interview used for training purposes. The interview tries to resemble a real interview as closely as possible, and provides experience for the candidate. The mock interview helps the job applicant learn what is expected in a job interview, and improves the applicant's self-presentation. Mock interviews are often videotaped, and the candidate is shown the tape after the session, along with feedback from the interviewer. The mock interview coach will provide constructive feedback on all aspects of the interview process. Mock interviews are most common for job interviews, but may also be used to train people to handle journalists.

The mock interview coach will try to make the interview as realistic as possible. Many of the questions asked are interview questions from actual employers. The mock interview and critique will last approximately one hour. The mock interview takes about 20 minutes, and then the job seeker and coach watch the interview and discuss the job seeker's performance.

The mock interview coach's level of direct experience in the industry or field of interest for the job seeker can make the mock interview more or less effective. This is the case because mock interview coaches can best help job seekers when they have insights into what hiring managers are looking for and can gauge how well job seekers are answering the questions. While there are many career coaches who provide a full suite of services to help job seekers figure out their career path, niche websites exist that focus on helping job seekers with their interviewing skills. Examples of these sites include Prep and Devisors.

The mock interview focuses on self-knowledge, past experiences, knowledge of the industry the applicant wishes to enter, and how well the applicant can convey that information. The job seeker gains the most experience from the mock interview if it is treated as an actual interview. The mock interview is a safe place

to practice interview skills and gain feedback. It is also an area to gain the confidence and experience of giving an actual employment interview.

This is also conducted in companies to address clients with confidence and learn certain things which are required for the meeting.

Presentations-

A **presentation** is the process of presenting a topic to an audience. It is typically a demonstration, lecture, or speech meant to inform, persuade, or build good will. The term can also be used for a formal or ritualized introduction or offering, as with the **presentation** of a debutante.

Unit -10

The Essentials of Effective communication-

7cs of communication-

Think of how often you communicate with people during your day.

You write emails, facilitate meetings, participate in conference calls, create reports, devise presentations, debate with your colleagues... the list goes on.

We can spend almost our entire day communicating. So, how can we provide a huge boost to our productivity? We can make sure that we communicate in the clearest, most effective way possible.

This is why the 7 Cs of Communication are helpful. The 7 Cs provide a checklist for making sure that your meetings , emails , conference calls , reports , and presentations are well constructed and clear – so your audience gets your message.

According to the 7 Cs, communication needs to be:

1. Clear.
2. Concise.
3. Concrete.
4. Correct.

5. Coherent.
6. Complete.
7. Courteous.

In this article, we look at each of the 7 Cs of Communication, and we'll illustrate each element with both good and bad examples.

1. Clear

When writing or speaking to someone, be clear about your goal or message. What is your purpose in communicating with this person? If you're not sure, then your audience won't be sure either.

To be clear, try to minimize the number of ideas in each sentence. Make sure that it's easy for your reader to understand your meaning. People shouldn't have to "read between the lines" and make assumptions on their own to understand what you're trying to say.

Bad Example

Hi John,

I wanted to write you a quick note about Daniel, who's working in your department. He's a great asset, and I'd like to talk to you more about him when you have time.

Best,

Skip

What is this email about? Well, we're not sure. First, if there is multiple Daniels in John's department, John won't know who Skip is talking about.

Next, what is Daniel doing, specifically, that's so great? We don't know that either. It's so vague that John will definitely have to write back for more information.

Last, what is the purpose of this email? Does Skip simply want to have an idle chat about Daniel, or is there some more specific goal here? There's no sense of purpose to this message, so it's a bit confusing.

Good Example

Hi John,

I wanted to write you a quick note about Daniel Kadar, who's working in your department. In recent weeks, he's helped the IT department through several pressing deadlines on his own time.

We've got a tough upgrade project due to run over the next three months, and his knowledge and skills would prove invaluable. Could we please have his help with this work?

I'd appreciate speaking with you about this. When is it best to call you to discuss this further?

Best wishes,

Skip

This second message is much clearer, because the reader has the information he needs to take action.

2. Concise

When you're concise in your communication, you stick to the point and keep it brief. Your audience doesn't want to read six sentences when you could communicate your message in three.

- Are there any adjectives or "filler words" that you can delete? You can often eliminate words like "for instance," "you see," "definitely," "kind of," "literally," "basically," or "I mean."
- Are there any unnecessary sentences?
- Have you repeated the point several times, in different ways?

Bad Example

Hi Matt,

I wanted to touch base with you about the email marketing campaign we kind of sketched out last Thursday. I really think that our target market is definitely going

to want to see the company's philanthropic efforts. I think that could make a big impact, and it would stay in their minds longer than a sales pitch.

For instance, if we talk about the company's efforts to become sustainable, as well as the charity work we're doing in local schools, then the people that we want to attract are going to remember our message longer. The impact will just be greater.

What do you think?

Jessica

This email is too long! There's repetition, and there's plenty of "filler" taking up space.

Good Example

Watch what happens when we're concise and take out the filler words:

Hi Matt,

I wanted to quickly discuss the email marketing campaign that we analyzed last Thursday. Our target market will want to know about the company's philanthropic efforts, especially our goals to become sustainable and help local schools.

This would make a far greater impact, and it would stay in their minds longer than a traditional sales pitch.

What do you think?

Jessica

3. Concrete

When your message is concrete, then your audience has a clear picture of what you're telling them. There are details (but not too many!) and vivid facts, and there's laser-like focus. Your message is solid.

Bad Example

Consider this advertising copy:

The Lunchbox Wizard will save you time every day.

A statement like this probably won't sell many of these products. There's no passion, no vivid detail, nothing that creates emotion, and nothing that tells people in the audience why they should care. This message isn't concrete enough to make a difference.

Good Example

How much time do you spend every day packing your kids' lunches? No more! Just take a complete Lunchbox Wizard from your refrigerator each day to give your kids a healthy lunch **and** have more time to play or read with them!

This copy is better because there are vivid images. The audience can picture spending quality time with their kids – and what parent could argue with that? And mentioning that the product is stored in the refrigerator explains how the idea is practical. The message has come alive through these details.

4. Correct

When your communication is correct, it fits your audience. And correct communication is also error-free communication.

- Do the technical terms you use fit your audience's level of education or knowledge?
- Have you checked your writing for grammatical errors? Remember, spell checkers won't catch everything.
- Are all names and titles spelled correctly?

Bad Example

Hi Daniel,

Thanks so much for meeting me at lunch today! I enjoyed our conversation, and I'm looking forward to moving ahead on our project. I'm sure that the two-week deadline won't be an issue.

Thanks again, and I'll speak to you soon!

Best,

Jack Miller

If you read that example fast, then you might not have caught any errors. But on closer inspection, you'll find two. Can you see them?

The first error is that the writer accidentally typed conservation instead of conversation. This common error can happen when you're typing too fast. The other error is using weak instead of week.

Again, spell checkers won't catch word errors like this, which is why it's so important to proofread everything!

5. Coherent

When your communication is coherent, it's logical. All points are connected and relevant to the main topic and the tone and flow of the text is consistent.

Bad Example

Traci,

I wanted to write you a quick note about the report you finished last week. I gave it to Michelle to proof, and she wanted to make sure you knew about the department meeting we're having this Friday. We'll be creating an outline for the new employee handbook.

Thanks,

Michelle

As you can see, this email doesn't communicate its point very well. Where is Michelle's feedback on Traci's report? She started to mention it, but then she changed the topic to Friday's meeting.

Good Example

Hi Traci,

I wanted to write you a quick note about the report you finished last week. I gave it to Michelle to proof, and she let me know that there are a few changes that you'll need to make. She'll email you her detailed comments later this afternoon.

Thanks,

Michelle

Notice that in the good example, Michelle does not mention Friday's meeting. This is because the meeting reminder should be an entirely separate email. This way, Traci can delete the report feedback email after she makes her changes, but save the email about the meeting as her reminder to attend. Each email has only one main topic.

6. Complete

In a complete message, the audience has everything they need to be informed and, if applicable, take action.

- Does your message include a "call to action," so that your audience clearly knows what you want them to do?
- Have you included all relevant information – contact names, dates, times, locations, and so on?

Bad Example

Hi everyone,

I just wanted to send you all a reminder about the meeting we're having tomorrow!

See you then,

Chris

This message is not complete, for obvious reasons. What meeting? When is it? Where? Chris has left his team without the necessary information.

Good Example

Hi everyone,

I just wanted to remind you about tomorrow's meeting on the new telecommuting policies. The meeting will be at 10:00 a.m. in the second-level conference room. Please let me know if you can't attend.

See you then,

Chris

7. Courteous

Courteous communication is friendly, open, and honest. There are no hidden insults or passive-aggressive tones. You keep your reader's viewpoint in mind, and you're empathetic to their needs.

Bad Example

Jeff,

I wanted to let you know that I don't appreciate how your team always monopolizes the discussion at our weekly meetings. I have a lot of projects, and I really need time to get my team's progress discussed as well. So far, thanks to your department, I haven't been able to do that. Can you make sure they make time for me and my team next week?

Thanks,

Phil

Well, that's hardly courteous! Messages like this can potentially start office-wide fights. And this email does nothing but create bad feelings, and lower productivity and morale. A little bit of courtesy, even in difficult situations, can go a long way.

Hi Jeff,

I wanted to write you a quick note to ask a favor. During our weekly meetings, your team does an excellent job of highlighting their progress. But this uses some of the time available for my team to highlight theirs. I'd really appreciate it if you could give my team a little extra time each week to fully cover their progress reports.

Thanks so much, and please let me know if there's anything I can do for you!

Best,

Phil

What a difference! This email is courteous and friendly, and it has little chance of spreading bad feelings around the office.

Unit -11

Non verbal communication:

Kinesics-

Kinesics is the interpretation of body motion communication such as facial expressions and gestures — that is, nonverbal behavior related to movement of any part of the body or the body as a whole. The equivalent popular culture term is body language, a term Ray Birdwhistell -- considered the founder of this area of study -- never used, and did not consider appropriate (on the grounds that what can be conveyed with the body does not meet the linguist's definition of language). Even so, many people use this term.

Kinesics was first used (in 1952) by Ray Birdwhistell, an anthropologist who wished to study how people communicate through posture, gesture, stance, and movement. His ideas over several decades were synthesized and resulted in the book, *Kinesics and Context*. Interest in kinesics specifically and nonverbal behavior generally was popularized during the late 1960s and early 1970s, through such popular mass market (definitely not academic) publications as *How to Read a Person like a Book*. Part of Bird whist ell's work involved filming people in social situations and analyzing them to show elements of communication not clearly seen otherwise. One of the most important of his projects was *The Natural History of an Interview*, a long-term interdisciplinary collaboration including Gregory Bateson, Frieda Fromm-Reichmann, Norman A. McQueen, Henry W. Rosin, and others.

Drawing heavily on descriptive linguistics, Birdwhistell argued that all movements of the body have meaning (i.e. are not accidental), and that non-verbal behavior has a grammar that can be analyzed in similar terms to spoken language. Thus, a "kineme" is "similar to a phoneme because it consists of a group of movements which are not identical, but which may be used interchangeably without affecting social meaning".

Birdwhistell estimated that no more than 30 to 35 percent of the social meaning of a conversation or an interaction is carried by the words. He also concluded that there were no universals in these kinesics displays - a claim disputed by Paul

Elman, who was interested in analysis of universals, especially in facial expression.

Polemics –

Polemics is one of several subcategories of the study of nonverbal communication. Prominent other subcategories include haptics (touch), kinesics (body movement), vocalic (paralanguage), and chromatics (structure of time). Polemics can be defined as "the interrelated observations and theories of man's use of space as a specialized elaboration of culture". Edward T. Hall, the cultural anthropologist who coined the term in 1963, emphasized the impact of polemic behavior (the use of space) on interpersonal communication. Hall believed that the value in studying polemics comes from its applicability in evaluating not only the way people interact with others in daily life, but also "the organization of space in [their] houses and buildings, and ultimately the layout of [their] towns.

In animals, Swiss zoologist Heine Hedgier had distinguished between flight distance (run boundary), critical distance (attack boundary), personal distance (distance separating members of non-contact species, as a pair of swans), and social distance (interspecies communication distance). Hall reasoned that, with very few exceptions, flight distance and critical distance have been eliminated in human reactions, and thus interviewed hundreds of people to determine modified criteria for human interactions.

In his work on polemics, Edward T. Hall separated his theory into two overarching categories: personal space and territory. Personal space describes the immediate space surrounding a person, while territory refers to the area which a person may "lay claim to" and defend against others. His theory on territoriality has been applied to animal behaviors as well; defending territory is said to be a means of "propagation of the species by regulating density".

Unit -12

Writing Skill:

Writing Skill-

Writing skills are an important part of communication. Good writing skills allow you to communicate your message with clarity and ease to a far larger audience than through face-to-face or telephone conversations.

You might be called upon to write a report, plan or strategy at work; write a grant application or press release within a volunteering role; or you may fancy communicating your ideas online via a blog. And, of course, a well written CV or résumé with no spelling or grammatical mistakes is essential if you want a new job.

Today, when anyone can be their own publisher, we see more and more examples of poor writing skills both in print and on the web. Poor writing skills create poor first impressions and many readers will have an immediate negative reaction if they spot a spelling or grammatical mistake. As just one example, a spelling mistake on a commercial web page may cause potential customers to doubt the credibility of the website and the organization.

Business writing-

You'd think business writing is always carefully crafted, but the truth it's often ridden with misspellings, misused words and inaccuracies. The good news is that you can easily improve your business writing in a few easy steps.

First, Know Your Audience

Often our writing suffers because it's inappropriate. We write convoluted emails, we format reports poorly, and overall we don't try to make our content reader friendly.

Knowing the purpose a piece of writing serves gives you a sense of direction. Writing a business report should follow a specific format; for example, an in-office email could be short and informal, but a customer email or a PowerPoint presentation should follow guidelines of courtesy, clarity and conciseness. Your audience should be your compass; keeping in mind what the recipient seeks to learn narrows down the possible directions your writing should take.

Style, tone, and vocabulary use should be in line with your audience and situation. This is not just a matter of appropriateness and content effectiveness, it's about

your flexibility to communicate adeptly with different audiences, to empathize with them, and thus be able to connect at an appropriate and effective wave-length.

Step in Effective writing-

A powerful method for developing any document, from a quick note to a lengthy report, is the Five-Step Writing Process.

1. Think

Begin by clustering or “mind-mapping” your ideas. Be sure to think about what you want to write and to whom you are writing. All too often we begin writing without thinking about our audience. Then choose a sequence in which to organize your ideas for the greatest impact.

2. Write

Write freely and quickly for a set period of time (e.g., ten minutes) without stopping to edit or proofread your document. This “free writing” will help to develop your “natural” voice. Don’t worry about grammar or spelling at this stage. Writing is a creative activity and you want to let your mind say what it wants to say.

3. Walk Away

Take a break from your work for at least an hour. This time away will allow you to review your work more objectively. Ideally, you would leave a writing project overnight, but of course, that’s not always possible.

4. Edit

At this point you will need to focus on how you want to communicate your ideas to your reader. Is the main idea in the right paragraph? Do your headings have visual appeal? Are your sentences choppy or too long? Have you chosen the right words to match your tone?

5. Proofread

Finally, check the grammar, punctuation, and spelling in your document. If possible, have someone else review your work, because it can be very difficult to find your own mistakes. And here’s one final tip: although spellcheckers found in

word processing software are great tools, you can't depend on them to find all your mistakes.

Unit -13

Letter and Memo writing formats-

Function of Business letters-

Business letters secure, promote and maintain business without complications; Business letters serve us a reference for the future. Every organization should have to classify its outgoing mail and incoming mail and file them classified on the basis of their subject matter in a chronological sequence. Business letters serve to maintain the correct information of the organization in the perception of the receiver. Business letters establish and maintain contacts over a wide area truly enlarging the scope and extent of business. Business letters can be used as legal documents in disputes. All business letters promote goodwill and enhance the prestige and the image of the organization.

We can enumerate the functions of a business letter thus:

(a) Promotional Functions: Business organizations have to grow and enlarge, improving the quality of their products, by producing new products and providing better services. The customers have to be kept informed through letters these developments. Business organizations have to expand their market by tapping new areas. All round expansion is possible only if the organization keeps all the people concerned well informed through letters that promote sales and service.

(b) Informational Functions: Business letters provide valuable data about earlier policies, transactions and all other activities of the organization. Modern business cannot depend on memory as in olden days. Letters are ready references if they are available. New policies can be evolved by studying the earlier ones. It is not only essential to maintain good correspondence but also more essential to make them be available in the files.

(c) Legal Functions: Business letters can provide evidence in legal disputes, if any that occur in a transaction. They are useful as legal documents in quotations and offers.

(d) Goodwill Functions: Business letters promote goodwill among parties transacting business. They build a good rapport between parties in a business transaction.

All these functions of a business letter promote sales and improve the image of the firm. So, every business letter is a sales letter if it serves the stated or implied objectives.

Parts of Business Letters-

- **The Heading (The Return Address) or Letterhead** - Companies usually use printed paper where heading or letterhead is specially designed at the top of the sheet. It bears all the necessary information about the organization's identity.
- **Date** - Date of writing. The month should be fully spelled out and the year written with all four digits October 12, 2005 (12 October 2005 - UK style). The date is aligned with the return address. The number of the date is pronounced as an ordinal figure, though the endings **sty**, **nod**, **rd**, **the**, are often omitted in writing. The article before the number of the day is pronounced but not written. In the body of the letter, however, the article is written when the name of the month is not mentioned with the day.
- **The Inside Address** - In a business or formal letter you should give the address of the recipient after your own address. Include the recipient's name, company, address and postal code. Add job title if appropriate. Separate the recipient's name and title with a comma. Double check that you have the correct spelling of the recipient's name.

The Inside Address is always on the left margin. If an 8 1/2" x 11" paper is folded in thirds to fit in a standard 9" business envelope, the inside address can appear through the window in the envelope.

- **The Greeting** - Also called the salutation. The type of salutation depends on your relationship with the recipient. It normally begins with the word "Dear" and always includes the person's last name. Use every resource possible to address your letter to an actual person. If you do not know the name or the sex of your receiver addresses it to Dear Madam/Sir (or Dear Sales Manager or Dear Human Resources Director). As a general rule the greeting in a business letter ends in a colon (US style). It is also acceptable to use a comma (UK style).
- **The Subject Line (optional)** - Its inclusion can help the recipient in dealing successfully with the aims of your letter. Normally the subject sentence is preceded with the word Subject: or Re: Subject line may be emphasized by underlining, using bold font, or all capital letters. It is usually placed one line below the greeting but alternatively can be located directly after the "inside address," before the "greeting."
- **The Body Paragraphs** - The body is where you explain why you're writing. It's the main part of the business letter. Make sure the receiver knows who you are and why you are writing but try to avoid starting with "I". Use a new paragraph when you wish to introduce a new idea or element into your letter. Depending on the letter style you choose, paragraphs may be indented. Regardless of format, skip a line between paragraphs.
- **The Complimentary Close** - This short, polite closing ends always with a comma. It is either at the left margin or its left edge is in the center, depending on the Business Letter Style that you use. It begins at the same column the heading does. The traditional rule of etiquette in Britain is that a formal letter starting "Dear Sir or Madam" must end "Yours faithfully", while a letter starting "Dear" must end "Yours sincerely". (Note: the second word of the closing is NOT capitalized)
- **Signature and Writer's identification** - The signature is the last part of the letter. You should sign your first and last names. The signature line may

include a second line for a title, if appropriate. The signature should start directly above the first letter of the signature line in the space between the close and the signature line. Use blue or black ink.

- **Initials, Enclosures, Copies** - Initials are to be included if someone other than the writer types the letter. If you include other material in the letter, put 'Enclosure', 'Enc.', or 'Ends. ', as appropriate, two lines below the last entry. cc means a copy or copies are sent to someone else.

American Style **British Style** **Heading** According to the format but usually aligned to the left The heading is usually placed in the top right corner of the letter

(sometimes centered) **Date** *October 19, 2005 (month-day-year)*

According to the format but usually aligned to the left

(two lines below the heading) *19 October 2005 (day-month-year)*

Usually placed directly (or 1 blank line)

below the heading. **Salutation** Dear Mr. /Ms. Smith:

Dear Sir or Madam:

Gentlemen:

After the salutation there is a colon (:) Dear Mr./Ms. Smith,

Dear Sir or Madam,

Dear Sirs,

After the salutation there is a comma (,) **Complimentary close** Sincerely,

Sincerely yours,

Yours truly, Sincerely,

Yours sincerely,

Yours faithfully,

Format of Business Letters-

Need to write a polished, professional letter? Most business letters follow an established, easy-to-learn format that you can adapt to any type of content. A business letter should always contain the date: information about the sender and recipient, and a few body paragraphs. Follow these steps and modify as necessary to fit your company's standards.

Company, Inc.

123 Alphabet Drive

Los Angeles, California 90002

15 October 2012

Mr. John Doe

Customer Service Representative

Widgets Galore, Inc.

987 Widget Street

Miami, Florida 33111

Dear Mr. Doe:

I am writing you concerning a recent purchase of widgets. Approximately two weeks ago, on

October 1, I ordered a total of 50 widgets for Company, Inc. via the Widgets Galore client

Webpage. I received an email notification two days later confirming the receipt of payment and

The shipment of the widgets. According to your website, shipments should reach their destination

Within 35

Business days of being sent, but I have yet to receive the widgets. Do you have any?

Information on what may have happened to delay the shipment or where the shipment is

Currently?

I have worked with Widgets Galore, Inc. in the past and have the greatest confidence in your

Products and customer service. We need the shipment of widgets soon, however, and I hoped

You might be able to provide me with an idea of when I can expect them. Thank you in advance

For any help you might be able to offer.

Sincerely,

Sam Brown

Vice President of Company, Inc.

5555555555 s.brown@companyinc.com

How to make Business Letters effectively-

In this highly competitive business world, it is extremely important to write effective business letters to one's customers, buyers, suppliers, employees and colleagues.

Ineffective business letters will result in loss of income and sometimes loss of business. Of course, to communicate effectively is to be with the other person in

person so that the continuous communication will take place which will result in clinching the deal. However this is not always possible. So, writing business letters becomes inevitable. In addition, business letters should be written quickly and effectively. Brevity and Factuality are the two important factors.

There are many situations which will need writing letters to meet your demands. From applying for jobs to resigning from the jobs, there are hundreds of circumstances which will demand business letters. Every situation needs special attention to bring the best out of it.

This site tells you about the many of the important and intricate points which will make the business letters effective. Many sample letters which are drafted by incorporating all those intricate points are given here for your attention. Writing effective business letters means writing intelligently. Even the basic aspects of writing those letters have been discussed in detail so that you may not have any doubt while you will face the same situations in your personal and business life.

Communication is the vital and invisible hub around which the growth of the business gets webbed. With our wide and extensive experience in business communications, we feel that we are entitled to share our thoughts with you all. You will find here all that you need to make your business letters as effective as they should be.

Unit -14

Request Letters-

Approaches to request letters-

An approach letter is designed to gain access to individuals who may or may not provide you with contacts.

RULES -

Leads and information on job opportunities. These letters are used for building networks which may lead to informational

Interviews.

Approach letters are associated with two major job search and distribution strategies. The first strategy

Involves conducting an indiscriminate mass mailing of resumes and cover letters to specific individuals in your

Areas of interest. If you follow-up you're direct mailing with telephone call, you will get results. However, the

Results will be more negative* than positive.

While some individuals report impressive results with this version of letter writing, the Executive Career

Services Department does not recommend it. *You should never send a resume to a search committee that has

A current CMAA member employed in good standing in the position you seek.

The second strategy involves selectively writing letters to prospective employers or to individuals who might

Provide you with useful job search information and referrals. Normally, you do not include your resume with this

Letter. Instead, take your resume to the informational interview and discuss it near the end of the interview. This

Is done for two purposes:

- gathering advice on how to improve your resume
- getting the interviewer to read your resume as well as refer it to others who might be interested in your

Qualifications.

With this second strategy you tailor the contents of the letter to the recipient.

However, certain common rules

Apply to both letter strategies.

1. Start with a personal statement which connects you to the reader. If you lack a personal referral,

You might open with: "I am writing to you because of your position as..." or "Because of your experience

In..." or "We have a common interest in..." or "Since we are both alumni of _____ I

Thought..." If you have a referral, you might start with: "Mr., Mrs., Dr., suggested that I contact you..."

2. Orient the reader to your purpose. Explain that you do not expect the reader to know of any current

Job openings, but you would like his or her help, advice, suggestions, or guidance. Stress your purpose (

s): to get his or her advice on your career plans, obtain occupational information, or discuss future

Work possibilities. Explain your current situation.

3. Close your letter by requesting a brief meeting at a mutually convenient time. Indicate that you

Will call in a few days to arrange a meeting.

4. be clear. Have a specific purpose in mind before writing this letter.

5. Always address the letter to a name, never to a position or title.
6. Make the letter brief, unless there are special reasons for going into detail.
7. Make your letters warm and personal. Avoid boastful, aggressive and stereotyped phrases.
8. Carefully proofread for grammatical, spelling or typing errors.
9. Neatly type your letter. Leave wide margins.
10. Type on good quality bond stationery. Never use erasable, copy machine or onion-skin paper.
11. Keep copies of all correspondence in an efficient filing system for follow-up purposes.

Unit -15

Good News Letters-

Purpose of Good news Letters-

Letters can also be classified based on their content or message. Letters that contain good news or a good message or favorable information are good-news letters. Letters that contain a bad news or a bad message or unfavorable information are bad-news letters. Not only personal letters but also an official letters can be classified on this basis. A letter sanctioning a loan to a customer or an over-draft facility to a concern, a letter of appointment or promotion or a letter acceding to the request of a client are good-news letters.

Unfortunately, in business, one has to undertake the unenviable job of communicating bad news as well. It may be the rejection of a loan application, the denial of a due promotion or rejection of a client's request.

Business organizations have also got to write letters that contain neither good nor bad news from the stand point of the receiver. It may be the announcement of a change of office hours or premises, or an announcement of a new product, such letters contain neutral messages and can be called "neutral – newsletters".

A good news letter is easy to write because of its content. A bad news letter has to be written unoffending. Neutral letters usually are unsolicited letters. The receiver may treat it as junk **mail**. So care should be taken to write them well so that customers / recipient's interest is aroused and he responds to them as desired by the sender.

These classifications of letters as official/and personal, formal or informal as good news letters, bad-news letters and neutral message letters are classifications based on general criteria and are broad classifications based on content. Business letters can be classified on the basis of the nature of business they transact or take care of. Of course, all business letters take care some area of the business.

Unit -16

Bad news Letters:

What is Bad news Letters-

In the business world, delivery and calculation errors, product malfunctions, or refusal of routine requests and job applications are inevitable. However, there are strategies to make the transmission of bad news easier and understandable for the receiver. Managers could make employees less disappointed by giving them the reason for the rejection or by revealing the news sensitively; though it must still be conveyed with a serious matter and fairness. In addition, there are primary and secondary goals that must be kept in mind when delivering bad messages. Those can be organized and said through indirect and direct patterns depending on the receiver's situation and the company's organization policy. Moreover, there's a process to deliver negative messages known as 3X3 writing process that involves three major steps that must be taken before giving the news to the employees. Strategy is not the only key element to write down a negative message, it also requires several techniques. The message should begin with a buffer to reduce the shock or pain to the employees; it could either be an appreciation or a compliment. The reasons must then be explained clearly before delivering the bad message. Unfortunately, when it's delivered, disappointment cannot be prevented; however, the shock reduction can, hence it should be positioned strategically and the passive voice should be used. And finally, it should be closed pleasantly by anticipating future relations and good wishes.

Sample-

Dear Mr. Waters:

We're happy to learn that you are enjoying the use of the Saco copier
You've been leasing for the past ten months. Like our many
Customers, you have discovered that Saco copiers offer remarkable
Versatility and reliability.

One of the reasons we're able to offer these outstanding copiers at
Such low leasing rates and equally low purchase prices is that we

Maintain a slim profit margin. If our program included a provision for Applying lease payments toward the purchase price, our overall Prices would have to be higher.

Although lease payments cannot be credited toward purchase price, We can offer you other Saco models that are within your price range. The Saco 400 delivers the same reliability with nearly as many Features as the Saco 600.

Please let us demonstrate the Saco 400 to your staff in your office, Mr. Waters. Our representative, Tracy Wilson, will call you soon to Arrange a time.

Sincerely,

Purpose of writing bad news Letters-

In business writing, a letter, memo, or email that conveys negative or unpleasant information--information that is likely to disappoint, upset, or even anger a reader.

Bad-news messages include rejections (in response to job applications, promotion requests, and the like), negative evaluations, and announcements of policy changes that don't benefit the reader.

A bad-news message conventionally begins with a neutral or positive *buffer* statement before introducing the negative or unpleasant information. This approach is called the *indirect plan*.

Unit -17

Persuasive, Sales and collection Letters:-

Types of persuasive letters-

□ **Types of Persuasion**

- The general purpose of persuasion is to convince someone to agree with your point of view. The specific purpose varies and could include, political view, religious views, selling them a product and so forth. Businesses and schools teach different methods of persuading. Each of these techniques has the origins in Aristotle's rhetoric. There are three types of persuasion, Logical persuasion. Make a general claim and support it with concrete data.

The goal is to persuade the reader to reach the same conclusion as you. The Greek concept of "logos" is translated either as reason or language. Ethical persuasion. You consider and anticipate the other person's point of view and include this in your argument. The goal is to reach a mutual understanding. It is important to convince the reader that you are well informed, credible and honest. Emotional persuasion. This is the most important element. The most effective form of persuasion pulls at the heartstrings.

Business

- Letters of persuasion are an important part of the business world. They are used to sell products to consumers, expand business contacts, and elicit and comfort investors. Businesses often use workshops to train employees in the necessary strategies of persuasive letter writing. Employees learn how to construct a message that will appeal to the target audience, anticipate the reader's response, and preemptively respond to the reader's possible objections.
 -

Education

- Teaching persuasive letter writing techniques is a valuable pedagogical tool in the classroom. It is informative for both elementary students as well as high school students. The primary purpose is to develop the student's critical thinking and writing skills. Students learn how to make a general claim and then support it by including, facts, expert opinions, specific examples and personal anecdotes. Students also benefit by becoming aware of the dangers of propaganda and manipulation.

Newspapers

- Newspapers offer an important public forum for debate and the exchanging of ideas. The editorial section of the newspaper provides a public space in which readers can attempt to persuade the public about a particular topic. This can include everything from a global environmental issue to problems with the local school board. The goal of an editorial letter, as an instrument of persuasion, is the same.

Purpose of persuasive Letters:-

In modern American culture, we are bombarded daily with oodles of persuasive messages: advertisements, political nonsense, guidelines on proper social behavior, romantic nothings. The persuasive purpose is used to convince, or persuade, the reader that the opinion, or assertion, or claim, of the writer is correct or valid. Persuasion is more selfish than argument (debate). Argument attempts to arrive at a logical solution to an issue. But persuasive writing is concerned primarily with convincing the reader at any cost. Various appeals are used to manipulate the reader. Persuasive writing has a definite bias, or lack of objectivity. Its function is to change the mind of the reader or to move the reader to action.

Because of its goal, the persuasive purpose is usually the primary purpose in a piece of writing. The author may supplement the persuasive purpose with any of the other purposes. But when combined with other purposes, the persuasive purpose rises to the top. The attempt to convince the reader overrides all other goals in the writing.

Most common forms of persuasive Letters-

This is a writer's explanation of a short theme, idea or issue.

The key here is that you are explaining an issue, theme or idea to your intended audience. Your reaction to a work of literature could be in the form of an expository essay, for example if you decide to simply explain your personal response to a work. The expository essay can also be used to give a personal response to a world event, political debate, football game, work of art and so on.

What are its most important qualities?

You want to get and, of course, keep your reader's attention. So, you should:

- Have a well defined thesis. Start with a thesis statement/research question/statement of intent. Make sure you answer your question or do what you say you set out to do. Do not wander from your topic.
- Provide evidence to back up what you are saying. Support your arguments with facts and reasoning. Do not simply list facts, incorporate these as examples supporting your position, but at the same time make your point as succinctly as possible.

- The essay should be concise. Make your point and conclude your essay. Don't make the mistake of believing that repetition and over-stating your case will score points with your readers.

2) The persuasive essay

What is it?

This is the type of essay where you try to convince the reader to adopt your position on an issue or point of view.

Here your rationale, your argument, is most important. You are presenting an opinion and trying to persuade readers, you want to win readers over to your point of view.

What are its most important qualities?

- Have a definite point of view.
- Maintain the reader's interest.
- Use sound reasoning.
- Use solid evidence.
- Be aware of your intended audience. How can you win them over?
- Research your topic so your evidence is convincing.
- Don't get so sentimental or so passionate that you lose the reader, as Irish poet W. B. Yeats put it:
The best lack all conviction, while the worst Are full of passionate intensity
- Your purpose is to convince someone else so don't overdo your language and don't bore the reader. And don't keep repeating your points!
- Remember the rules of the good paragraph. One single topic per paragraph, and natural progression from one to the next.
- End with a strong conclusion.

3) The analytical essay

What is it?

In this type of essay you analyze, examine and interpret such things as an event, book, poem, play or other work of art.

What are its most important qualities?

Your analytical essay should have an:

- *Introduction and presentation of argument*
The introductory paragraph is used to tell the reader what text or texts you will be discussing. Every literary work raises at least one major issue. In your introduction you will also define the idea or issue of the text that you wish to examine in your analysis. This is sometimes called the thesis or research question. It is important that you narrow the focus of your essay.
- *Analysis of the text (the longest part of the essay)*
the issue you have chosen to analyze is connected to your argument. After stating the problem, present your argument. When you start analyzing the text, pay attention to the stylistic devices (the “haws” of the text) the author uses to convey some specific meaning. You must decide if the author accomplishes his goal of conveying his ideas to the reader. Do not forget to support your assumptions with examples and reasonable judgment.
- *Personal response*
your personal response will show a deeper understanding of the text and by forming a personal meaning about the text you will get more out of it. Do not make the mistake of thinking that you only have to have a positive response to a text. If a writer is trying to convince you of something but fails to do so, in your opinion, your critical personal response can be very enlightening. The key word here is *critical*. Base any objections on the text and use evidence from the text. Personal response should be in evidence throughout the essay, not tacked on at the end.
- *Conclusion (related to the analysis and the argument)*
your conclusion should explain the relation between the analyzed text and the presented argument.

Tips for writing analytical essays:

- Be well organized. Plan what you want to write before you start. It is a good idea to know exactly what your conclusion is going to be before you start to write. When you know where you are going, you tend to get there in a well organized way with logical progression.

- Analytical essays normally use the present tense. When talking about a text, write about it in the present tense.
- Be “objective”: avoid using the first person too much. For example, instead of saying “I think Louisa is imaginative because...” try: “It appears that Louisa has a vivid imagination, because...”
- Do not use slang or colloquial language (the language of informal speech).
- Do not use contractions.
- Avoid using “etc.” This is an expression that is generally used by writers who have nothing more to say.
- Create an original title; do not use the title of the text.
- Analysis does not mean retelling the story. Many students fall into the trap of telling the reader what is happening in the text instead of analyzing it. Analysis aims to explain how the writer makes us see what he or she wants us to see, the effect of the writing techniques, the text’s themes and your personal response to these.

4) The argumentative essay

What is it?

This is the type of essay where you prove that your opinion, theory or hypothesis about an issue is correct or more truthful than those of others. In short, it is very similar to the persuasive essay (see above), but the difference is that you are arguing for your opinion as opposed to others, rather than directly trying to persuade someone to adopt your point of view.

What are its most important qualities?

- The argument should be focused
- The argument should be a clear statement (a question cannot be an argument)
- It should be a topic that you can support with solid evidence
- The argumentative essay should be based on pros and cons (see below)
- Structure your approach well (see below)
- Use good transition words/phrases (see below)
- Be aware of your intended audience. How can you win them over?
- Research your topic so your evidence is convincing.

- Don't overdo your language and don't bore the reader. And don't keep repeating your points!
- Remember the rules of the good paragraph. One single topic per paragraph, and natural progression from one to the next.
- End with a strong conclusion.

Tips for writing argumentative essays:

1) Make a list of the pros and cons in your plan before you start writing. Choose the most important that support your argument (the pros) and the most important to refute (the cons) and focus on them.

2) The argumentative essay has three approaches. Choose the one that you find most effective for your argument. Do you find it better to "sell" your argument first and then present the counter arguments and refute them? Or do you prefer to save the best for last?

- Approach 1:
Thesis statement (main argument):
Pro idea 1
Pro idea 2
Con(s) + Refutation(s): these are the opinions of others that you disagree with. You must clearly specify these opinions if you are to refute them convincingly.
Conclusion
- Approach 2:
Thesis statement:
Con(s) + Refutation(s)
Pro idea 1
Pro idea 2
Conclusion
- Approach 3
Thesis statement:
Con idea 1 and the your refutation
Con idea 2 and the your refutation
Con idea 3 and the your refutation
Conclusion

3) Use good transition words when moving between arguments and most importantly when moving from pros to cons and vice versa. For example:

- While I have shown that.... other may say
- Opponents of this idea claim / maintain that ...
- Those who disagree claim that ...
- While some people may disagree with this idea...

When you want to refute or counter the cons you may start with:

- However,
- Nonetheless,
- but
- On the other hand,
- This claim notwithstanding

If you want to mark your total disagreement:

- After seeing this evidence, it is impossible to agree with what they say
- Their argument is irrelevant
- Contrary to what they might think ...

These are just a few suggestions. You can, of course, come up with many good transitions of your own.

4) Use facts, statistics, quotes and examples to convince your readers of your argument.

Unit -18

Memo writing:-

Memo- Informal written brief, note, record, reminder, or summary used as a means of communication, or to outline the terms of an agreement in its draft-stage.

Memo Format-

Writing Memos Blind College-Bryan Writing Center Fall 2008

Writing Memos

Memos are an important form of written communication within companies. Memos are forms of *internal communication* and are sent to other people within the same organization. If you wanted to write to someone at a different company, you would use a letter instead. Remember, both format and content are important when composing a memo, so pay attention to details.

It is especially important to understand *how people read memos*. Unlike books or magazines, people don't start at the beginning of a memo and read through to the end. A reader skims headings and subject lines then make decisions about what parts are important to him/her. Think of it this way: a busy professional does not have time to read every word of every paper that comes in. He/she decides what documents are important to read by looking at the subject line and headings. Therefore, writers need to understand how to put together a document that will help a reader find the necessary information as quickly as possible.

Parts of a Memo

Headers

The first part of a memo is the header. The header gives information about the author, the intended recipient, the subject, the date, and the names of other people who may see the memo (cc). Many companies insert a smaller version of the letterhead at the top of the page.

Diamond Engineering

To: Edward Jones

CC: Susan Ford

From: Bob Leeds B.L.

Subject: Marketing meeting

Date: 30 May 2006

Figure 1: Sample Memo Header

Notice how the information in the heading is evenly aligned, making it easier to read. The subject is simple and to the point. This is not the place for detail. Remember the reader; the heading must showcase the important information. There is not a set order for the parts of the header; just consider what is best for the reader. Also, most senders will initial the memo to verify its authenticity and to take responsibility for the content. This is much like signing your name at the end of a letter.

If the memo is longer than one page, a different heading is needed for the additional pages. Placed in the page header, it usually includes the name of the sender, the date and the page number. (Refer to Markel 345).

Memo to Edward Jones

30 May 2006

Page 2

Figure 2: Header for Additional Pages Writing Memos Blind College-Bryan
Writing Center Fall 2008

Summaries

Long memos (those longer than one page) often have a short summary following the introductory paragraph. The summary is an effective tool for helping the reader decide how much of the memo to read. Summaries are especially useful if the memo contains complicated subject matter. Keep the summary in proportion to the rest of the document; the summary for a two-page memo would be considerably shorter than the summary for a twenty-page proposal.

Subject Headings

Headings break up the memo into separate sections and identify for the reader the content of the memo. Without them, the memo would just be boring, difficult pages of text. Each time there is a new subject; identify it with a new heading. Headings also help readers understand the information by reinforcing the ideas in that section. Keep headings simple and use a font style that is different from the rest of the text.

The purpose of this memo is to present the results of the XJ3 testing trials.

Summary

In general, I was impressed with the performance of the XJ3. It excelled in all areas of testing . . .

Product Testing

The development team ran twelve different test trials of the XJ3 engineering system. Tests

Included . . .

Results

All testing results indicated superior performance. The XJ3 system functions at 97% efficiency levels and is expected to last at least 10 years . . .

Action Items

The marketing team needs to begin preliminary market research. Mary and the accounting team will require 30 days to rework the revenue input system.

Figure 3: Sample Body of Memo

Style

When it comes to style, Do . . .

remember that you are not writing for an English class.

You want to communicate in a clear, precise fashion. Don't try to confuse your reader in an effort to sound knowledgeable.

Simplicity is key. Avoid . . .

Difficult words or phrasing.

Unnecessary details.

Use simple, clear language.

Include the important

Complicated sentences.	information.
Cramming everything into a single paragraph.	Write exactly what you mean.
Relying on Spell Check to catch mistakes.	Use headings and break up paragraphs.
Refusing to ask for help.	Proofread your document.
	Consult a style manual for help.

How to write effective Memos-

To: Bren graduate students
 From: Bren Communication Center
 Date: October 15, 2012

Subject: How to write an effective memo

The purpose of a memo is to convey information in an accessible, concise format. Memos can have any number of purposes. For example, an environmental scientist might use a memo to outline her latest findings to a policy maker, while a consultant might write one to relay his recommendations to a client. On the surface, these assignments sound simple, but in reality translating technical information to a lay audience can be a difficult task—and one that requires a unique skill set.

The goal of this memo is to familiarize you with a memo's look and feel and to arm you with some useful strategies as you undertake your writing assignments at Bren. The document that follows is divided into four sections: 1) audience, 2) format, 3) other helpful hints, and 4) some final thoughts. In addition, we have included a brief list of Web-based memo-writing resources.

1. AUDIENCE

In the immortal words of law professor Jim Salzman, the first question you should ask yourself when you sit down to write a memo is “What’s in and what’s out?” Which information should you include? Which should you highlight? What conclusions or suggestions do you wish to express? And how should you present these items? The answers will largely depend on your audience. A few things to keep in mind:

- Answer the big question. Ask yourself why your reader requested the memo in the first place. Then, tailor the document so it fulfills that purpose.

- Stick to the essentials. Think about what your audience already knows and still needs to know, then cut out any information that is not included on the list.
- Define technical terms. For example, unless your intended reader is a climatologist, always define words like “albino” and “ablation” in the text.
- Avoid jargon. Just because you and your colleagues use the words “ecosystem services” and “brentastic” around the office does not mean Senator Schmooze will know what these words mean. Plain English always works best.

2. FORMAT

Imagine you are a state senator. An important vote on climate change is coming up and you want to familiarize yourself with the issues—quickly. You ask an environmental expert to write you a two-page memo. How would you want it to look? You would most likely ask for a document that is short and easy to skim. To achieve these goals, the following memo-writing conventions have evolved over time:

- Start with a header. Identify the recipient, author, date, and subject at the top. Each workplace has its own header style — for example, some offices prefer that you use “Re:” (as in, “regarding”) instead of “Subject:”— so ask around to find out which format to follow. If you do

Not know the preferred style of your reader, browse the resources we have provided to pick one you like best.

- Add a useful introduction. Generally, the first two paragraphs of a memo discuss the purpose of a memo, summarize its key points, and outline the document's contents.
- Use visual cues. Identify a new section or subsection with bold, uppercase, or italicized heads. This approach will allow your reader to find relevant text quickly.
- Break up your paragraphs. Avoid large blocks of text. The more lines there are in a paragraph, the harder it will be to scan quickly.
- Break out your lists. Convert important lists into numbered or bulleted formats when possible.
- Emphasize important points. Do not be afraid to underline or italicize important points. Remember, your goal is to serve the reader.

3. OTHER HELPFUL TIPS

Here are some final hints that you should keep in mind no matter what kind of paper you are writing:

- Write clearly. A memo is not the place to show off your vocabulary. Again, the purpose of the memo is to convey information understandably and accessibly.
- Write concisely. Avoid long, complex sentences in favor of short, simple ones. Nothing slows a reader down like wordy text packed with awkward clauses.
- Use active verbs. Language is always more powerful when you use active, rather than passive, verbs. For example, say “agricultural runoff worsens eutrophication” instead of “eutrophication is worsened by agricultural runoff.”
- Cite everything. Your reader may not need to know every twist and turn your analysis has taken, but she should be able to replicate it if she wants to. Tell her where to look.

4. SOME FINAL THOUGHTS

Hopefully, you have learned a little about writing memos and a lot about making a document reader friendly. The main take-away message here is not that you should use more bullet points or upper-case headings but that you should write a memo that will meet the needs of your reader. Remember, if you want more tips on writing an effective memo; take a look at the list of additional resources or meet with a writing tutor in the Bren Communication Center.!

Reporting Memo:

Meaning of Business reports:

A document containing information organized in a narrative, graphic, or tabular form, prepared on ad hoc, periodic, recurring, regular, or as required basis. Reports may refer to specific periods, events, occurrences, or subjects, and may be communicated or presented in oral or written form.

Business reporting or enterprise reporting is "the public reporting of operating and financial data by a business enterprise," or "the regular provision of information to decision-makers within an organization to support them in their work."

Reporting is a fundamental part of the larger movement towards improved business intelligence and knowledge management. Often implementation involves extract, transform, and load (ETL) procedures in coordination with a data warehouse and then using one or more reporting tools. While reports can be distributed in print form or via email, they are typically accessed via a corporate intranet.

With the dramatic expansion of information technology, and the desire for increased competitiveness in corporations, there has been an increase in the use of computing power to produce unified reports which join different views of the enterprise in one place. This reporting process involves querying data sources with different logical models to produce a human readable report—for example, a computer user has to query the Human Resources databases and the Capital Improvements databases to show how efficiently space is being used across an entire corporation.

Types of reports:-

Reports format-

Letter	Letterhead stationery. Useful for informal reports sent to outsiders.
Memo	Memo style. Useful for informal reports circulated within organizations.
Manuscript	Plain paper. Useful for longer, more formal reports.
Printed form	Standardized forms. Useful for routine activities, such as expense reports.
Digital	Viewed online. Useful for collaboration and for posting to company intranet.

Importance of reports:

A business report is a document that conveys specific information about your business to other individuals. Sometimes those other individuals are employees and sometime they are investors. The information it conveys may vary depending on audience, but the foundation of the communication centers around communication.

Purpose- Business reports are written to communicate. Sometimes they are written as a means to attract investors to your organization. Business reports are also written for employees, to keep them abreast of a company's goals and achievements. Whichever audience the report is written for, the purpose is to communicate specific information about your business.

Step in Business reporting writing-

A powerful method for developing any document, from a quick note to a lengthy report, is the Five-Step Writing Process.

1. Think

Begin by clustering or “mind-mapping” your ideas. Be sure to think about what you want to write and to whom you are writing. All too often we begin writing without thinking about our audience. Then choose a sequence in which to organize your ideas for the greatest impact.

2. Write

Write freely and quickly for a set period of time (e.g., ten minutes) without stopping to edit or proofread your document. This “free writing” will help to develop your “natural” voice. Don’t worry about grammar or spelling at this stage. Writing is a creative activity and you want to let your mind say what it wants to say.

3. Walk Away

Take a break from your work for at least an hour. This time away will allow you to review your work more objectively. Ideally, you would leave a writing project overnight, but of course, that’s not always possible.

4. Edit

At this point you will need to focus on how you want to communicate your ideas to your reader. Is the main idea in the right paragraph? Do your headings have visual appeal? Are your sentences choppy or too long? Have you chosen the right words to match your tone?

5. Proofread

Finally, check the grammar, punctuation, and spelling in your document. If possible, have someone else review your work, because it can be very difficult to find your own mistakes. And here’s one final tip: although spellcheckers found in word processing software are great tools, you can’t depend on them to find all your mistakes.

Characteristic of a good speech:-

Oral communication is the oldest and most widely used medium of communication. It can take place in different forms and speech is one of them. Speech is generally, the most effective medium of delivering message in meeting, seminar, conference etc. Speech refers to delivering message through words of mouth or spoken words in front of audience gathered in a meeting, seminar or conference. Through speech, the speaker can present his opinions and thoughts on any matter to a large number of audiences at a time. Therefore, it is widely used in delivering oral message in business, social, political and religious gatherings. A speech is a highly structured form of address in which a speaker addresses an audience gathered to hear a message.

At least, we can say that speech is a kind of formal address delivered to an audience gathered in a place to hear a message.

What does a Good Speech have?

Speech is an effective means of oral communication. It is delivered in front of a large gathering. Therefore, speech serves as an important medium of presenting information in meetings, political or business gatherings. However, a speech becomes effective when it fulfills the following features:

Top ten quality of good speech-

1. Clarity

Clarity is an essential feature of a good speech. Speech should be clear and unambiguous so that the audience can understand it easily. If it is not clear enough to express its meaning to the audience, it will become ineffective.

2. Definiteness of Message

Message of the speech should be definite and relevant with the subject matter.

3. Conciseness

Audience becomes impatient to long speech. Hence, speech should be as concise

as possible. However, it should not be incomplete.

4. **Interesting**
Speech should be delivered in an interesting and pleasing way so that the audience is motivated to pay attention. In order to make the speech interesting, various stories, examples, quotations and jokes can be cited.

5. **Informal** **Touch**
Although speech is a formal address, it should be presented in a personal and informal way.

6. **Considering** **the** **Audience**
Speech is delivered to a specific audience. So the speaker should actively consider the expectations, interest and nature of the audience.

7. **Speaking** **slowly**
An ideal speech is one which is delivered slowly and in usual tone. It helps the audience to hear and understand the message clearly.

8. **Free** **from** **Emotions**
Another important feature of good speech is that it should be delivered in an unbiased and un-emotional way. Speaker's emotion may drive him away from the main theme.

1. Use of **Body** **Language**
Good speech goes with necessary body language. Therefore, at the time of delivering speech, the speaker should use various nonverbal cues.

2. Ensuring Participation of Audience
a good speech is one which ensures participation from the audience with the speaker. That means, the audience will ensure their attention through effective listening, expressing their solidarity with the speech and so on.

How to make effective speech:-

"Half the world is composed of people who have something to say and can't; the other half have anything to say and keep saying it."

Anyone can give a speech. Not everyone can give an effective speech. To give an effective speech there are 6 elements you should consider.

1. Be Prepared - Being prepared is by far the most important element. How many times do you practice your speech? As a general rule, you should spend about 30 hours of preparation and rehearsal time for every hour you will be speaking. Use a tape recorder or videotape yourself. This will help you to get an accurate picture of how you speak.
2. Give of Yourself - Use personal examples and stories in your speech whenever possible. Make sure your stories help to emphasize or support your point. The stories must match your message. Use examples from your personal and professional life to make your point. In either case be willing to give of yourself by sharing some of yourself with the audience.
3. Stay Relaxed - To stay relaxed you should be prepared. Also, focus on your message and not the audience. Use gestures, including walking patterns. Practice the opening of your speech and plan exactly how you will say it. The audience will judge you in the first 30 seconds they see you.
4. Use Natural Humor - Don't try to be a standup comedian. Use natural humor by poking fun at yourself and something you said or did. Be sure NOT to make fun of anyone in the audience. People will laugh with you when you poke fun at yourself but don't overdo it.
5. Plan Your Body & Hand Positions - During the practice of your speech look for occasions where you can use a gesture. Establish three positions where you will stand and practice not only how to move to them but where in your speech do you move. Pick three positions, one on center stage, one to your right, and one to your left. Do not hide behind the lectern. When you do move maintain eye contact with the audience.

6. **Pay attention to all details** - Make sure you have the right location (school, hotel, room & time). Make sure you know how to get to where you are speaking. Ask how large an audience you will be speaking to. Make sure you bring all your visual aids and plenty of handouts. Arrive early so you can check out where you will be speaking and make any last minute adjustments.

It is very important that you pay attention to even the smallest details. You can never overplan. Remember, "He who fails to plan is planning for failure".

Presentation:-

A presentation is the process of presenting a topic to an audience. It is typically a demonstration, lecture, or speech meant to inform, persuade, or build good will. The term can also be used for a formal or ritualized introduction or offering, as with the presentation of a debutante.

Speech:-

Speech synthesis is the artificial production of human speech. A computer system used for this purpose is called a speech synthesizer, and can be implemented in software or hardware products. A text-to-speech (TTS) system converts normal language text into speech; other systems render symbolic linguistic representations like phonetic transcriptions into speech.

Synthesized speech can be created by concatenating pieces of recorded speech that are stored in a database. Systems differ in the size of the stored speech units; a system that stores phones or diphones provides the largest output range, but may lack clarity. For specific usage domains, the storage of entire words or sentences allows for high-quality output. Alternatively, a synthesizer can incorporate a model of the vocal tract and other human voice characteristics to create a completely "synthetic" voice output.

The quality of a speech synthesizer is judged by its similarity to the human voice and by its ability to be understood clearly. An intelligible text-to-speech program allows people with visual impairments or reading disabilities to listen to written works on a home computer. Many computer operating systems have included speech synthesizers since the early 1990s.

Sales Presentation:-

In selling technique, a sales presentation (or sales pitch) is a line of talk that attempts to persuade someone or something, with a

planned sales presentation strategy of a product or service designed to initiate and close a sale of the product or service.

A sales pitch is a planned presentation of a product or service designed to initiate and close a sale of the same product or service. A sales pitch is essentially designed to be either an introduction of a product or service to an audience who knows nothing about it or a descriptive expansion of a product or service that an audience has already expressed interest in. Sales professionals prepare and give a sales pitch, which can be either formal or informal, and might be delivered, in any number of ways.

Unit -21

Listening:-

Importance of listening-

The importance of listening extends far beyond academic and professional settings. Understanding how to practice good communication even in your day to day life, among friends, family, and significant others, is important for a number of reasons: fostering good self-esteem, maximizing productivity, improving relationships, and even becoming a better speaker.

It's easy to mistake listening as a simple, passive task, but it requires more than just the ability to absorb information from someone else. Listening is a process, and an active one.

In this guide, we'll go over the stages that compose the listening process, and the importance each one plays in your ability to communicate effectively with others.

The Five Steps to Better Listening

The listening process can be broken up into five distinct stages: receiving, understanding, remembering, evaluating, and responding. This is the model most commonly referred to when analyzing good communication, because it helps isolate the necessary skills required at each individual step in the process.

The most important thing to keep in mind though is that listening *is*, indeed, a process, and one that requires effort. Once you understand how each part makes up

the whole, you'll come out a better thinker, listener, speaker, and communicator. Let's begin.

1. Receiving

This is the first and most basic stage of the listening process: the act of actually absorbing the information being expressed to you, whether verbally or non-verbally. Not all communication is done through speech, and not all listening is done with ears.

No matter how you're communicating with another person, the key at this stage is to pay attention. Focus all of your energy on them, by following these three simple tips:

- **Avoid distractions.** This is obvious. Don't have your cell phone out, or your iPod in, or the television on. Don't try to divide your attention between the speaker and something else. You might think you're good at multi-tasking, and perhaps you are, but demonstrating a commitment to the act of listening will make you a more respected person among your peers.
- **Don't interrupt the speaker.** You might want to make an assumption about what the speaker is saying or what they're about to say – doing. It's rude, and you may find your assumption was wrong, which is beneficial to no one. You can, however, practice nonverbal feedback cue, such as nodding, to demonstrate your attention.
- **Don't rehearse your response.** Not *yet*. At this stage, your job is only to listen. If you start to plan a speech while the other person is speaking, you're going to miss certain points and not be able to respond to their larger message when it's your turn to talk.

2. Understanding

This is the point in the listening process where you're able to plan your response. Understanding takes place after you've received the information from the speaker, and begin to process its meaning.

You can do this by asking questions, or rephrasing parts of the speaker's message. This allows you to demonstrate your active engagement with their words, *and* help you better understand their key points.

3. Remembering

What good would it do in a conversation if you forgot everything the speaker had just said? This stage of the listening process might seem very similar to the first two, but it goes beyond merely absorbing and processing information.

Remembering is about retaining that information, and the most effective way to do so in an important conversation is to move the key elements of a message from your short-term memory, and into your long-term memory.

There are numerous methods for doing this:

- **Identify the fundamental points.** By converting a collection of small details into a central theme, you're able to create something potentially complicated into an easy-to-grasp general concept. The details will remain in your short-term memory, but isolating the main ideas will help you understand them better, and remember them longer.
- **Make the message familiar.** Relate that main idea to something you already know. This should be easy to do – there aren't many new ideas out there, and chances are the discussion you're having will trigger old memories and past experiences. Use those to help you retain incoming information.

Improve your memory with these courses on [mastering your memory](#), and [easy techniques to improve your memory today](#).

4. Evaluating

It's at this stage where you can begin to prepare for your response, but remember: you're still a listener, not a speaker. After the message has been absorbed, processed, and remembered, you can begin to sort the information into pieces.

- What is fact, and what is opinion?
- Was the speaker demonstrating any particular prejudice with their message?
- What portions of the message, if any, were exaggerated?
- What parts of their message were interpreted, and which parts were unbiased?
- What was the speaker's intent with their message?

After interpreting the speaker's message, through a combination of understanding, retention, and evaluation, you're ready to form a response.

5. Responding

If you've completed the receiving, understanding, remembering, and evaluating portions of the listening process, responding should be easier than ever. You'll be prepared to address the speaker's most important points, with an awareness of the circumstances and context surrounding their words.

It's important to understand the transition between listening and speaking though, and be aware of the ways responding is still a part of the active listening process.

- **Don't complete the speaker's sentences.** This is a presumptuous and rude way to segue into your own response. It impedes on the receiving process, and will make the original speaker want to listen to you less.
- **Address the speaker's points.** It will make it easier for the speaker to transition into a listener when they know exactly what part of their message you're addressing.

While each stage seems like a lengthy process, this all happens in a very short amount of time, and should feel natural during a conversation. All you're doing by practicing these tips is making yourself more conscious of the way you communicate, and the bad habits you should avoid in the listening process.

Listening is the most important part of communication, because if you fail to understand the message being expressed to you, you will also fail in providing a substantial and meaningful response. This is the root cause of many arguments, misunderstandings, and complications, whether at home, school, or work.

Being able to take control of the listening process will turn you into a better communicator, overall. For further improvement, try out this course on how conversations work, and the key strategies involved in making them more effective.

Types of listening:-

Here are six types of listening, starting with basic discrimination of sounds and ending in deep communication.

Discriminative listening

Discriminative listening is the most basic type of listening, whereby the difference between difference sounds is identified. If you cannot hear differences, then you cannot make sense of the meaning that is expressed by such differences.

We learn to discriminate between sounds within our own language early, and later are unable to discriminate between the phonemes of other languages. This is one reason why a person from one country finds it difficult to speak another language perfectly, as they are unable distinguish the subtle sounds that are required in that language.

Likewise, a person who cannot hear the subtleties of emotional variation in another person's voice will be less likely to be able to discern the emotions the other person is experiencing.

Listening is a visual as well as auditory act, as we communicate much through body language. We thus also need to be able to discriminate between muscle and skeletal movements that signify different meanings.

Comprehension listening

The next step beyond discriminating between different sound and sights is to make sense of them. To comprehend the meaning requires first having a lexicon of words at our fingertips and also all rules of grammar and syntax by which we can understand what others are saying.

The same is true, of course, for the visual components of communication, and an understanding of body language helps us understand what the other person is really meaning.

In communication, some words are more important and some less so, and comprehension often benefits from extraction of key facts and items from a long spiel.

Comprehension listening is also known as *content listening*, *informative listening* and *full listening*.

Critical listening

Critical listening is listening in order to evaluate and judge, forming opinion about what is being said. Judgment includes assessing strengths and weaknesses, agreement and approval.

This form of listening requires significant real-time cognitive effort as the listener analyzes what is being said, relating it to existing knowledge and rules, whilst simultaneously listening to the ongoing words from the speaker.

Biased listening

Biased listening happens when the person hears only what they want to hear, typically misinterpreting what the other person says based on the stereotypes and other biases that they have. Such biased listening is often very evaluative in nature.

Evaluative listening

In evaluative listening, or *critical listening*, we make judgments about what the other person is saying. We seek to assess the truth of what is being said. We also judge what they say against our values, assessing them as good or bad, worthy or unworthy.

Evaluative listening is particularly pertinent when the other person is trying to persuade us, perhaps to change our behavior and maybe even to change our beliefs. Within this, we also discriminate between subtleties of language and comprehend the inner meaning of what is said. Typically also we weigh up the pros and cons of an argument, determining whether it makes sense logically as well as whether it is helpful to us.

Evaluative listening is also called critical, judgmental or interpretive listening.

Appreciative listening

In appreciative listening, we seek certain information which will appreciate, for example that which helps meet our needs and goals. We use appreciative listening when we are listening to good music, poetry or maybe even the stirring words of a great leader.

Sympathetic listening

In sympathetic listening we care about the other person and show this concern in the way we pay close attention and express our sorrow for their ills and happiness at their joys.

Empathetic listening

When we listen empathetically, we go beyond sympathy to seek a truer understand how others are feeling. This requires excellent discrimination and close attention to the nuances of emotional signals. When we are being truly empathetic, we actually feel what they are feeling.

In order to get others to expose these deep parts of them to us, we also need to demonstrate our empathy in our demeanor towards them, asking sensitively and in a way that encourages self-disclosure.

Therapeutic listening

In therapeutic listening, the listener has a purpose of not only empathizing with the speaker but also to use this deep connection in order to help the speaker understand, change or develop in some way.

This not only happens when you go to see a therapist but also in many social situations, where friends and family seek to both diagnose problems from listening and also to help the speaker cure themselves, perhaps by some cathartic process. This also happens in work situations, where managers, HR people, trainers and coaches seek to help employees learn and develop.

Dialogic listening

The word 'dialogue' stems from the Greek words 'dia', meaning 'through' and 'logos' meaning 'words'. Thus dialogic listening mean learning through conversation and an engaged interchange of ideas and information in which we actively seek to learn more about the person and how they think.

Dialogic listening is sometimes known as 'relational listening'.

Relationship listening

Sometimes the most important factor in listening is in order to develop or sustain a relationship. This is why lovers talk for hours and attend closely to what each other has to say when the same words from someone else would seem to be rather boring.

Relationship listening is also important in areas such as negotiation and sales, where it is helpful if the other person likes you and trusts you.

Barriers of Effective listening:-

Poor listening skills result in ineffective communication, which will usually have an adverse impact on the productivity of the individual, the team and the organization [🔗](#). Here you can find about ten barriers to effective listening and get tips for dealing with them.

- Effective communication is a valuable skill in the workplace, and listening properly is the most important part of effective communication.

Poor listening skills definitely make a huge, negative impact on team morale and productivity. This situation usually results in conflicts and misunderstandings among team members, and it creates a negative environment.

Fortunately, [listening skills can be learned](#). The first step is to identify the barriers to listening. The second step is to consciously implement the tips provided here to overcome those barriers.

- **Excessive Talking**

Good conversational skills are an asset, and a person with these skills is more likely to achieve professional success. However, talking more than necessary is a barrier to effective communication. People hesitate to interact with a person who talks excessively without listening to them. They may also get bored, and excessive talking may be perceived as aggression.

- Try these tips to overcome this habit:

- Think before you speak, and don't speak if you have nothing important to contribute.
- Practice self-control. Allow the other person to speak.
- Avoid interrupting when the other person is speaking.
- Be aware of indulging in useless talk for the sake of talking.
- Be brief while conveying your thoughts.
- Observe your listener's reactions while speaking.

- **Prejudice**

Prejudice is a preconceived opinion of feeling, which is usually irrational. Prejudice is very dangerous and has the potential to bring animosity into the team and to break team spirit. The reason for a prejudice may be the speaker's race, religion, age or appearance. A prejudiced person will not make any effort to listen and understand.

Overcoming prejudice while listening:

- Respect the other person for his or her knowledge and skills, irrespective of the person's background.
- Make conscious efforts to take charge of your thoughts.
- Consciously avoid taking an "I know what he or she is going to say" attitude while the other person is speaking.

- **Distractions**

The four main types of distractions are physical, mental, auditory and visual. Here's how to avoid this common barrier:

- Face the person who is speaking.
- Maintain eye contact while the other person is speaking.
- Ensure that you are comfortable.
- Switch off the cell phone.

- **Expecting Others to Share Your Personal Beliefs and Values**

Everybody has their own personal beliefs and value systems, and it's natural to want to apply them to others around us. Learn to appreciate that others don't have to share your beliefs. In fact, their unique perspectives may shine light on problems and issues that you haven't been able to deal with before!

- **Misunderstanding**

The inability to hear correctly is one of the many reasons for misunderstanding what a speaker is trying to communicate. You may think that it's impolite to ask the speaker to clarify his words or intentions, but that's not the case at all. Most people will appreciate the fact that you are making a focused effort to really understand what they are trying to say.

- **Interrupting**

Interrupting a conversation with improper body language or inappropriate words will have a negative impact in effective communication. Here are some tips to help you avoid this barrier to effective listening:

- Listen without interrupting while the other person is speaking.
- If you seek to clarify something, use appropriate body language such as raising your hand or ask politely for more details (like "I am sorry to interrupt you...").

- **Faking Attention**

The person who is faking attention is just "hearing" but not "listening." There may be some eye contact and the person may even be nodding, but the mind is elsewhere. The person may be thinking about what to have for lunch or what to wear for the party that evening. Faking attention is a habit for some people, but it conveys lack of respect and dishonesty.

Try these tips:

- Make it a habit to listen attentively. It is advisable to assume that the other person knows something that you may not know.
- Avoid thinking about how to reply when the other person is speaking.
- This habit can be overcome by taking notes while the other person is speaking.

- **Bringing in Emotions**

Emotions erect barriers to effective communication. A listener's senses are not likely to be functioning at their optimum level when he or she is angry. Likewise, it is not possible to understand or appreciate what the speaker is saying if the listener is excessively sad.

Tip: It is better to avoid conversations when you are angry or excessively sad.

- **Noise**

Noise is any unwanted sound. It is a great impediment to clear communication. It is impossible to listen in a noisy environment – it becomes a frustrating experience for both the speaker and the listener.

- Try to avoid conversations in noisy surroundings.
- Eliminate the source of noise whenever possible. Turn off cell phones, radios and television sets.

- **Fear**

Fear is a great barrier to listening. People who are afraid during a conversation are not likely to listen. They become defensive and tend to argue.

Tips to overcome fear:

- Be aware that fear can only worsen the situation. Listen to what the other person is about to say without fear.
- Keeping calm will give you mental strength to face any situation.
- Taking a deep breath helps in overcoming fear.
- Great leaders are good listeners. [Effective listening](#) is a valuable skill that helps team members achieve their goals efficiently and improves productivity. This skill is necessary to stay competitive in the current global scenario. Implementing the above mentioned tips will definitely help in improving listening skills. It is possible with self examination and self discipline.

22 - Interviewing Skill:-

Types of Interview:-

Before you go on your interview, you should realize there are several common types of job interviews. You will definitely want to inquire what type of job interview you will be going on beforehand so you can best prepare for it. Don't be afraid to ask your recruiter what type of job interview will be conducted, as it

serves both of you and the interviewer to know. In this article, I am going to discuss the six of the most common types of job interviews.

1) Traditional one on one job interview:

The traditional one on one interview is where you are interviewed by one representative of the company, most likely the manager of the position you are applying for. Because you will be working with this person directly if you get the job, he/she will want to get a feel for who you are and if your skills match those of the job requirements.

You may be asked questions about the experience on your resume, what you can offer to the company or position. Many times the interviewer will ask you questions such as “Why would you be good for this job?” or “Tell me about yourself.” The one on one interview is by far, one of the most common types of job interviews.

2) Panel interview:

In a panel interview, you will be interviewed by a panel of interviewers. The panel may consist of different representatives of the company such as human resources, management, and employees. The reason why some companies conduct panel interviews is to save time or to get the collective opinion of panel regarding the candidate. Each member of the panel may be responsible for asking you questions that represent relevancy from their position.

3) Behavioral interview:

In a behavioral interview, the interviewer will ask you questions based on common situations of the job you are applying for. The logic behind the behavioral interview is that your future performance will be based on a past performance of a similar situation. You should expect questions that inquire about what you did when you were in XXX situation and how did you dealt with it. In a behavioral

interview, the interviewer wants to see how you deal with certain problems and what you do to solve them.

4) Group interview:

Many times companies will conduct a group interview to quickly prescreen candidates for the job opening as well as give the candidates the chance to quickly learn about the company to see if they want to work there. Many times, a group interview will begin with a short presentation about the company. After that, they may speak to each candidate individually and ask them a few questions.

One of the most important things the employer is observing during a group interview is how you interact with the other candidates. Are you emerging as a leader or are you more likely to complete tasks that are asked of you? Neither is necessarily better than the other, it just depends on what type of personality works best for the position that needs to be filled.

5) Phone interview:

A phone interview may be for a position where the candidate is not local or for an initial prescreening call to see if they want to invite you in for an in-person interview. You may be asked typical questions or behavioral questions.

Most of the time you will schedule an appointment for a phone interview. If the interviewer calls unexpectedly, it's ok to ask them politely to schedule an appointment. On a phone interview, make sure your call waiting is turned off, you are in a quiet room, and you are not eating, drinking or chewing gum.

6) Lunch interview:

Many times lunch interviews are conducted as a second interview. The company will invite you to lunch with additional members of the team to further get to know you and see how you fit in. This is a great time to ask any questions you may have

about the company or position as well, so make sure you prepare your questions in advance.

Although you are being treated to a meal, the interview is not about the food. Don't order anything that is too expensive or messy to eat. Never take your leftovers home in a doggy bag either. You want to have your best table manners and be as neat as possible. You don't need to offer to pay; it is never expected for a candidate to pay at a lunch interview.

Chew quietly and in small bites so you don't get caught with a mouthful of food when the recruiter asks you a question.

So, now you have an idea of these six common types of job interviews. However, no matter what type of job interview you go on, always do your best to prepare for it the best you can ahead of time so you can do your best and show them the best of who you are.

Stating and conducting effective interview:-

As a selecting official, you can ease the hiring process and avoid applicant challenges by being prepared and knowing what you can and cannot do related to the interview and reference check process. Feel free to click on any of the bolded terms or phrases to get more detailed information about a particular issue. You may also refer to the guide

Creating and Asking Interview Questions

Certain questions are inappropriate to ask an applicant and some are illegal. Only ask questions that are relevant to a person's ability to perform the job and make sure that you review the types of interview questions you can ask in advance. Refer to Interview Do's and Don'ts .

When planning for an interview and drafting interview questions, you need to determine what skills and competencies are necessary and/or desirable for the position. The interview questions naturally flow from the skills and competencies needed to successfully perform the job. Prepare the questions in advance and keep the questions open ended so that the candidate has an opportunity to expand and

elaborate on his or her answers. Review the Interview Questions Related to Jobs Skill Sets based on common job skill sets that are needed for many jobs. In addition to the standard questions, you may also ask different individualized questions relevant to the applicant's ability to perform the job based on each applicant's experience.

Prior to the interview, review applicant information, education, work experience, training, job performance, and responsibilities regarding the last three jobs and question any unusual gaps. Questions about actual past experiences are often preferable to hypothetical questions where the individual can imagine the best possible way to handle something rather than how they actually did handle a situation.

Evaluating Applicant Responses

You should record notes of each applicant's responses to the standard questions and the individualized questions on the Interview Questions Form . You may write your evaluation of the applicant's response using a consistent method among all interviewed applicants. For example, you may use a rating scheme of "A, B, C, etc." based on your evaluation of the applicant's ability to perform the job based on the response.

Conducting the Interview

Start the interview by explaining the organizational structure, the position, work products, facilities, work environment, employee population, and organizational philosophy. Ask the applicant all the pre-determined standard and individualized questions and take notes on the Interview Questions Form . Conclude the interview by asking the applicant if she or he has any questions and explaining the next step in the hiring process.

Completing Reference Checks

As a selecting official, you are responsible for conducting reference checks prior to making a final selection. Checking references before making a final decision can save time, money, and effort, since it reduces the likelihood of making an inappropriate selection. Some applicants provide false or exaggerated information. Prepare a Reference Check Form in advance and write notes on it while completing a reference check. The following are tips for effectively checking references:

- Once you have selected your final candidates, ask the applicant if you may contact all of their listed references.

- Ensure that at least one reference is a former or current supervisor and ensure that all references are individuals who have worked with the candidate (the immediate past supervisor is usually one of your best reference sources).
- Always maintain confidentiality and retain your notes from reference checks.
- Ask open-ended questions such as “What duties did this applicant perform?”
- Ask the about the applicant’s strengths and weaknesses.
- Describe your vacant position and ask the reference how he or she feels the candidate would fit into the position.
- Disregard information about which the reference has no first-hand knowledge or that is unrelated to the applicant’s skills, performance, and qualifications.
- Always check more than one reference.
- Listen carefully to the reference’s tone for an indication of underlying feelings.
- Conduct reference checks on all applicants you are seriously considering for the position.
- Selection interview:
- What is a selection interview?
- It is a situation in which a personnel selector, through personal contact provides him with behavior to observe - in order to assess the candidate's suitability for a post.

What are the Objectives of the Selection Interview

The objective of the selection interview is to predict the candidate's probable behavior in a particular job situation. The only way this can be done with any accuracy is by obtaining a sample of his behavior sufficiently typical to act as a basis for forecasting what he/she will do in the future.

A major problem is that the behavior we observe during the short period of the interview may be uncharacteristic. A rather ponderous individual, for instance, may well be able to give the impression of being quite dynamic if he/she has only to keep it up for half an hour. Thus it is necessary to supplement the behavior which can be observed directly in face-to-face contact

by eliciting as much as possible of the candidates life history the main aim of the selection interview should therefore be to look at say, twenty or thirty years behavior, much of which is bound to be highly characteristic of the individual concerned.

It is important to remember, however, that there are two subsidiary objectives of the selection interview. Thus we may say that the aim of the interview is three fold:

- To assess the candidates suitability for the position
- To give information to the candidate
- To present the company in a good light to the applicant

The importance of selection interviewing

The interview is only one of a whole range of selection methods in existence.

For example, intelligence tasks exist which give information on the candidates mental agility and aptitude tests can tell us about special aptitudes for manual dexterity, ability to think spatially, creative ability, etc.

These tasks can highlight the strengths and weaknesses of an individual; testing in group situation on the other hand, can provide indications of the ability of people to work together.

However, in spite of widespread and growing criticism of the personal interview as a selection procedure, it is still by far the most common method. It is flexible, relatively inexpensive and acceptable to the candidate and management. The selection interview has other advantages. It has been discovered that certain areas of information can be assessed more accurately by interview than by other methods i.e. the candidates interpersonal behavior and the likelihood of them adjusting to the social aspects of the job situation and also the candidates motivation to work.

23- Resumes and job Application:-

Job Application Letters-

Connect: Sample Application Letters 1
SAMPLE APPLICATION LETTERS
SAMPLE LETTER 1

Mr. Aryan Mullica
123 Mona Road
Latina TAS 7006
Ph: 0401 300 100
MERT Apprenticeship Centre
Email: rosie@mrttas.org.au

Dear Rosie,

Horticulture Traineeship

I am applying for the above position advertised in The Mercury of 19 Feb 2011. I Work hard and am very willing to learn all the aspects of Horticulture if given the Chance. I have extensive previous experience in farming but would like to gain a Qualification.

Since arriving in Tasmania I have worked as a general laborer on fruit farms and Restaurants around Hobart. Overall my experience covers OH&S, planting, pruning,

Handling chemicals (including use of PPE), irrigating, thinning & picking, customer

Service, grocery store owner in Kenya and mixed farming. I am quick to learn new Skills and I am a good team player.

Attached is my resume giving further details of my work history and skills. I would be

Happy to answer any questions you may have at an interview.

I look forward to hearing from you soon.

Yours sincerely

Aryan Mullica

24/02/2011

Connect: Sample Application Letters 2
SAMPLE LETTER 2

Ms Lucy Diana
Unit 3, 55 Peaches Rd
Newtown TAS 7004
Ph: 0400 375 120
Email: lucym20@hotmail.com

22 January 2011

Manager

Tucker box Foods

PO Box 583

North Hobart TAS 7002

Dear Sir / Madam

Re: Administrative Assistant Position

I am applying for the Administrative Assistant position as advertised in the Mercury

On 24 January 2011.

My name is Lucy Diana and I am a former refugee from the Democratic Republic of

Congo (DRC), arriving in Australia in 2007. In DRC, in the city of Lubumbashi which

Has a population of 1.4 million people, I worked as a personal assistant and Administrative secretary performing many roles from accounts to marketing. My Employment included working for Tenure Mining as a Secretary/Personal Assistant

And at the Bureau Technique and Skye Air as Secretary and in Marketing. I enjoy this

Type of work and believe that my achievements were well regarded.

I have good skills in Word, Excel, Database and email & internet applications. I am

Very friendly, well presented, possess excellent oral communication skills and time

Management skills.

Since arriving in Tasmania I have been heavily involved in community activities, with

Both the Tasmanian Congolese community and also the wider community. I have Been updating my skills to match the needs of the Australian workplace and am now

Very keen to find employment.

I am available to be interviewed at any time. My resume, giving more details about My experience is attached.

Yours faithfully

Lucy Diana

Connect: Sample Application Letters 3

SAMPLE LETTER 3

Hark Lantana

205 Barker Highway

Glenorchy TAS 7009

Ph: 6272 4000

M: 0400 887 300

12 December 2010

Ms Melanie Freeman
Howrah Aged Care
Howrah, TAS 7011

Dear Ms Freeman,

Application for Personal Care Assistant Positions

I am applying for any position of Personal Care Assistant within your organization that may

Be available.

I came to Australia with my family in 2009 after spending nineteen years in a refugee camp in

Nepal. Since coming to this country **I have completed a Certificate III in Aged Care.** This

Included **a two week work placement at Crestview Community Services.** Duties I

Performed included:

- feeding residents who require support and;
- assisting residents with daily living activities such as showering, dressing, Grooming and toileting.

I also gained experience in communicating with staff, families and residents. I thoroughly

Enjoyed my work experience at Glenview and wish to obtain employment in a similar role. I

Enjoy making a difference in the lives of others, particularly the elderly. I have an 80 year old

Mother-in-law who I assist with cooking and laundry. I have a current police check.

In Nepal I worked for seven years in planning, developing and delivering courses as a lower

Secondary school teacher for classes ranging from 40 to 60 students per class. During the

Time I spent in the refugee camp it was essential to work in teams, otherwise life was

Extremely problematic. I helped set up small teams to liaise with other service providers such

As Caritas Nepal, UNHCR, Red Cross and Lutheran Services, to ensure basic services were

Made available to all.

I am a permanent resident of Australia and I live in Glenorchy with my husband and two

Children. I love life in Tasmania and enjoy working and assisting people in need, especially

The elderly. I am highly motivated with an excellent work ethic, have a good understanding of

Workplace safety and culture and can adapt quickly to organizational policies and Procedures.

A copy of my resume is attached, giving further details of my work history, training and skills.

I am happy to answer any questions you may have at an interview. I look forward to hearing

From you soon.

Yours sincerely

Hark Lantana.

Writing solicited Letters:-

Here are some things to keep in mind as you prepare your letter to potential donors.

- ◆ As an approved RIF program, you may use the Reading Is Fundamental logo. The RIF's logo and school letterhead immediately identifies your project as a charitable one.
- ◆ be brief. Present your program and the needs your efforts address in 4-5 paragraphs, of no more than 4-5 short sentences each. Emphasize the results of your program.
- ◆ Concentrate on raising funds for books rather than operating expenses.
- ◆ Give some perspective of the tangible impact of each individual donation. "Every six dollars will provide a child with three books."
- ◆ You may want to suggest how much the person might consider giving (\$6, \$12, \$60, etc.). Express this in terms of the impact on your program: "A donation of \$60 will serve 10 children in our RIF program for a year."
- ◆ Mention your target date for raising the needed funds: "Sending your donation by (target date) will help us purchase new books in time for our first book distribution in October."
- ◆ Emphasize that all money given will be used locally to directly benefit children.

- ◆ with their permission, mention other groups or individuals supporting your project.
- ◆ be open to other forms of assistance. Time and talents can be as important as money.
- ◆ Invite anyone interested in more information to contact you directly.
- ◆ Extend an invitation to attend an upcoming book distribution.
- ◆ Make sure each letter contains original signatures. Two signatures are more authoritative than one!
- ◆ Look into the possibility of "distributing" your letter at meetings and events rather than mailing it. Personal contact makes a difference!

The following are sample solicitation letters you may adapt for your program. For more information, please see the Fundraising Section of the RIF Handbook.

Dear Citizen:

Today, one in five American adults cannot read well enough to understand a want ad or a road sign, much less a newspaper or simple instructions.

So, what can (your town) do about it? One concrete solution is to encourage reading at a young age. Reading Is Fundamental (RIF) motivates youngsters to want to read by letting them choose and keep books they like and by showing children that reading is fun and important.

The (your town) RIF Program is going into its (# of years) year. Volunteers raise funds, order books, provide activities, and distribute free books to children in grades (grade #s). Last year we distributed (# books) books to (# children) children in three distributions!

You, as a business we patronize, as employer of a parent, a local club, or a parent yourself, realize the importance of reading. We are asking you to contribute (\$ amount), which will buy enough books for (# of kids) children. Of course, any amount you donate to RIF would be greatly appreciated. In order to have the funds to order our books for the (month) distribution, all donations must be received by (date). I will be in touch with you in next week to discuss our RIF program in more detail. If you have questions before then, please contact me at (phone number and email).

Please send your contributions with checks payable to:

(Your local RIF address)

Thank you for your support!

Sincerely yours,

Your Name(s)

Title

Ram Kumar.

Resume writing-:

Part 1: RESUME WRITING – WRITE A RESUME THAT GENERATES RESULTS

This award-winning guide to resume writing will teach you to write a resume equal to one done by a top-notch professional writer. It offers examples, format choices, help writing the objective, the summary and other sections, as well as samples of excellent resume writing. It is the most trusted resume-writing guide on the planet, used by more than a million people each year.

Writing a great resume does not necessarily mean you should follow the rules you hear through the grapevine. It does not have to be one page or follow a specific resume format. Every resume is a one-of-a-kind marketing communication. It should be appropriate to your situation and do exactly what you want it to do. Instead of a bunch of rules and tips, we are going to cut to the chase in this brief guide and offer you the most basic principles of writing a highly effective resume.

Who are we to be telling you how to write your resume? As part of our career consulting practice, we have coached and advised Fortune 500 C.E.O.s, senior members of the last few presidential administrations, thousands of mid and early career professionals, artists, technical people and others in nearly every field of endeavor.

Our specialty at Rockport Institute [Career Change](#) is working with clients who want to choose or change to a new career, one they will love; work that makes full use of their talents, fits their personality, their values, and is also practical. Our staff has been commended for excellence by two U.S. presidents. Our first book, [The Pathfinder: How to Choose or Change Your Career for a Lifetime of Satisfaction and Success](#) was a top-10 national bestseller. That is our one and only specialty. If you think you may be in the wrong career, check out our website or [read reviews of our books on amazon.com](#).

Are you an executive or professional looking for an extraordinary, professionally written resume? As authors of this, the world's most widely used, regularly updated guide to resume writing since 1995, we can connect you with the very best expert resume writers. Send us an [email](#). We'll get right back to you.

This guide is especially for people looking for a job in the United States. In the U.S., the rules of job hunting are much more relaxed than they are in Europe and Asia. You can do a lot more active personal marketing in your resume here. You may have to tone down our advice a few notches and use a more traditional, conservative format accepted in your field if you live elsewhere or are in law, academia or a technical engineering, computer or scientific field. But even when your presentation must fit a narrow set of rules, you can still use the principles we will present to make your presentation more effective than your competition's.

THE GOOD NEWS AND THE BAD

The good news is that, with a little extra effort, you can create a resume that makes you stand out as a superior candidate for a job you are seeking. Not one resume in a hundred follows the principles that stir the interest of prospective employers. So, even if you face fierce competition, with a well written resume you should be invited to interview more often than many people more qualified than you.

The bad news is that your present resume is probably much more inadequate than you now realize. You will have to learn how to think and write in a style that will be completely new to you.

To understand what I mean, let's take a look at the purpose of your resume. Why do you have a resume in the first place? What is it supposed to do for you?

Here's an imaginary scenario. You apply for a job that seems absolutely perfect for you. You send your resume with a cover letter to the prospective employer. Plenty of other people think the job sounds great too and apply for the job. A few days later, the employer is staring at a pile of several hundred resumes. Several hundred? You ask. Isn't that an inflated number? Not really. A job offer often attracts between 100 and 1000 resumes these days, so you are facing a great deal of competition.

Back to the fantasy and the prospective employer staring at the huge stack of resumes: This person isn't any more excited about going through this pile of dry, boring documents than you would be. But they have to do it, so they dig in. After a few minutes, they are getting sleepy. They are not really focusing any more. Then, they run across your resume. As soon as they start reading it, they perk up. The more they read the more interested, awake and turned on they become.

Most resumes in the pile have only gotten a quick glance. But yours gets read, from beginning to end. Then, it gets put on top of the tiny pile of resumes that make the first cut. These are the people who will be asked in to interview. In this mini resume writing guide, what we hope to do is to give you the basic tools to take this out of the realm of fantasy and into your everyday life.

Resume format-

You're Name

Your Street Address

City, State, Zip Code

Telephone number

Email address

Objective:

List your job objective (target) here

Education:

University Name, City, State

Type Degree (full degree name)

Date

Experience:

Job Title

Company name, City, State

Job Description (Use Action Words)

Dates of Employment

Job Title

Company name, City, State

Job Description (Use Action Words)

Dates of Employment

Job Title

Company name, City, State

Job Description (Use Action Words)

Dates of Employment

Activities:

List activities

Honors/Awards:

List honors and awards, publications, etc.