

A job application is written to apply for a specific position in an organization. The job application letter is used as a device to feature the applicants best qualification. It is relevant to the employer and the job. It gives the change to highlight your abilities, skills, knowledge, qualifications and personal characteristics.

There are two types of job application letters.

- Solicited letters sent in response to an announced job opening or in other words these application are written in response to advancements. A candidate can apply for a post if he/she has the requisite qualifications.
- Unsolicited letters sent to an organization that has not announced an opening on for which no advertisement has appeared.

Characteristics of a good job application are :

- It clearly outlines the skills and achievements.
- Be positive in contains, tone, word choice and expectations.
- Shows how you will help the organization in achieving, it goods.
- Shows the confidence, assertiveness desire to learn and to take initiatives.
- Shows the ability of managing multiple properties.
- Focus on the employers expectation and explain how your experience motets the job requirements.
- It should be written on clean A4 paper.
- Free from in appropriate language such as slang or technical jargon.
- Clear and concise
- Easy to read
- Free from spelling, grammar and punctuation errors.
- Use high quality printing, stationary and envelopes.

Application

A job application is a tool to sell yourself. To use this tool effectively, focuses on what you can do for your prospective employer and why you believe you are well qualified for the position. Your letter must arouse the employer's interest in your resume and improve your chances of being granted an interview. The more effectively you

consider the employer's perspective, the more attention your letter will receive. A job application has two parts :

- (i) Biodata or C.V. (Curriculum vitae) resume
- (ii) Cover letter

The first line of the application refers to the source of information for instance, the advertisement. The middle paragraph mentions qualification and experience. Here the applicant mentions his qualities which suit his candidature, such as training received, technical competence and communication abilities. The closing line seeks a call for an interview.

6th August.....

Lay out of a job application :

From (Sender's Address)
To (Receiver's Address)
 Sir,

Sub : Application for.....
 In response to your advertisement in 'The Rajasthan Patrika' dated.....

Yours faithfully,
 X.Y.Z.

WHAT IS A C.V. :

Curriculum vitae is a Latin word. It means putting in order some important details of your education, achievement both academic and non academic and personal details.

THE IMPORTANCE OF C.V. :

Whenever someone applies for a job the individual thinks to sell himself or herself in the best manner to his/her prospective employer. One must be well acquainted to the background of the firm to which the person is applying so that one has a thorough knowledge as to what the firm is looking for in you. Your education and skills should more or less match the job requirement. A well-written C.V. makes the first impression on the prospective employer.

Contents of a C.V. : A Curriculum Vitae contains both general and academic information. We can understand it likewise.

GENERAL INFORMATION : IT CONTAINS

Name	Surname
Local Address	E-Mail address
Phone number	

Skills Detail :

The skills detail of your CV includes your main skills. Always include only keywords in this section and not go into detailed description of your skills. The information should be given in a nutshell, so that the prospective employer gets a broad overview of your personality.

It is good to have servers CV's with different profiles of objectives.

Education of your CV : All the education qualifications should be written in an order starting from the highest or latest qualification down to the school level. This is important as the application for a particular job is sent on the basis of the latest qualification. In this section apart from major academic qualifications, certificate or diploma courses that accentuate the candidature should be mentioned. In case your work experience is more than your educational qualification then make it a point to highlight the former to increase your prospects.

Achievements and work experience : Listing achievement and work experience in your CV should be done in a very meticulous way without missing on anyone. If you are a fresher just out of college then remember you are going to complete with people who have experience or with better qualification for the same job. Here are a few tips to overcome the above problem.

- Highlight your academic record if it is very good.
- Your personal traits such as deadline oriented, good organizer, friendly, born-leader etc.
- Your enthusiasm to work and to prove yourself a worthy person should be highlighted.
- You should also mention your interest to be in touch with the latest knowledge in your field.
- Mention specific courses and training attended that you can add weight to your candidature.

A RESUME

Resume is a French word which stands for "A summary of one's achievements."

Difference between a C.V. and Resume :

A C.V. is written when somebody is applying for a job for the first time. It is a summary of your academic achievements and skills. But after seeking a job one's profile changes. The person gains experience in a particular field, enjoys promotion, gains some extra skills etc.

The document where you mention all these details along with the primary information, is called a Resume.

Resume is your FIRST STEP towards employment. Whether you are a fresher or graduate student, at some point in your academic career you will need a resume or CV to present your education, skills and experiences to a potential employer. Resume is summary in short and a clear statement of your career goals. It includes personal history, including biographical details educational qualifications, work experience, achievements and other strengths in a polished and professional manner.

Part of Resume

Heading
Objective
Professional Experience
Education
Skills
Achievements Accomplishments
Awards & Honours
Languages
Professional membership
References

MAKE YOUR RESUME STRONG AND POSITIVE

Do "S"

- Research the position and the company thoroughly.
- Match your skills and personal qualities with the job requirements.
- Quantify your achievements
- Use a format that suits best your skills and experience
- Keep headings consistent in size and style
- Use white A4 size paper and formal fonts (14, 16).
- Do make your objective clear.
- Use active voice
- Check spellings and grammatical errors.
- It should be simple, concise, clear and consistent.
- Write a cover letter with your resume.

Don't do :

- Don't include salary details
- Don't use words or phrases with a negative connotation.
- Don't over use styles such as bold.
- Italics, underlining and upper case.

Career Objective : Most of the candidates are in dilemma as what is to be written under this heading. Specially a fresher can not easily understand it. Nevertheless it is a vital aspect of the C.V. Your experience and your career revolve round the objective.

Relevance of Career Objective-The skills that you possess should match the demands of the job hence a defined career objective helps you to give a right start. Your career objective should be long termed instead short termed.

The C.V. should always reflect that you are in control of yourself. Otherwise you will seem like a driver who is driving without destination.

JOB APPLICATIONS

There can be different reasons for writing a Resume. It is important to have a clear idea of the reason for which you are writing a resume.

Some Specimens of Job Application and Resume

1.

2983, Subhash Chand Bose Road
Chowrangee 57, Kolkata,
February 2, 2015

Ms. Anjana Parikh
Director of Administration
Cummings and Welbanc, Inc.
770 Campus Point Drive
Kolkata

Dear Ms. Parikh :

Your advertisement in January 31 issue of the Chapel Hill Post attracted my attention because I believe that I have the "Proven skills" you are looking for in an administrative assistant. In addition of having previous experience in a variety of office settings. I am familiar with the computer system that you use in your office.

I recently completed a three-course sequence at St. Xavier's College on operation of the Beta Computer System. I learned how to apply this technology to speed up letter and report-writing tasks. A workshop on "Writing and Editing with the Beta Processor" gave me experience with other valuable applications.

As a result of this training. I am able to compose many types of finished documents, including sales letters, financial reports, and presentation slides.

These specialized skills have proven valuable in my work for the past eight months as assistant to the chief nutritionist at the University of Kolkata campus cafeteria. As my resume indicates, my duties include drafting letters, typing finished correspondence and handling phone calls. I'm particularly proud of the order' confirmation system I designed, which has sharply reduced the problem of late shipments and depleted inventories reduce the number or que.

Because "proven skills" are best explained in person, I would appreciate an interview with you. Please phone me any afternoon between 3 and 5 p.m. at 0141-277079 to let me know the day and time most convenient for you.

Sincerely,
Tarun Ghosh

2. Write an application to the Personal Manager, R.K. Industries Kanpur for the post of a Senior Supervisor.

From :

Saket Sharma,
101, Sarita Vihar
New Delhi-25

To

Personal Manager,
R.K. Industries,
Kanpur (U.P.)

Sir,

Sub : Application for the post of a Secretary-

In response to your advertisement in The Hindustan Times of 10th August for the post of a secretary, I offer myself as a candidate. I may state that I have the requisite qualifications and experience as desired in the advertisement. I enclose my bio-data for your consideration.

I would appreciate your giving me a chance to be interviewed. I would be glad to give you further proof of my suitability for the post at the time of personnel interview.

Yours faithfully,
Saket Sharma

BIODATA

Name : Saket Sharma
Address : 101, Sarita Vihar, New Delhi-25.
Qualifications : 1. Since 2003 along with my job I have been attending various short duration courses such as 'Public Speaking', personal management etc.
2. Passed Certificate Course in Secretarial practice in 2003.
3. Passed B.A. (Hons.) in Economics from Delhi University in 2001.
4. Passed All India Senior Sec. from Force Central school, New Delhi in 1998 in First Division, with 75 percent marks.
Experience : I have been working as an assistant in S.S. India
Salary Expected : Rs. 10,000 p.m.
Personal Details :
Age : 25
Marital Status : Married
References : (1) Prof. G.P. Walia H.O.D. Electrical R.R. college, Delhi
(2) Mr. Pradeep Pandey, Senior Manager, S.S. Industries, Gaziabad (U.P.)

January 11, 2008

PRACTICE EXERCISES

Very Short Answer type Questions (With Answers)

- 1. What is a Resume ?**
Ans. : Resume is a short summary of Your Career goals which you write to an employer to seek a job.
- 2. What does a Resume include ?**
Ans. : Resume includes personal history, biographical details, educational qualifications, work experience, achievements and other strengths.
- 3. What is the purpose of writing a Resume ?**
Ans. : It has two main purposes :
 - To present your skills, qualifications and accomplishments to your potential employer.
 - To get you an interview.
- 4. What is the purpose of Job Application ?**
Ans. : A job application letter is written to apply for a specific position in any organization.
- 5. What are two types of two application letters ?**
Ans. :
(a) Solicited letters in response to advertisement
(b) Unsolicited letters. sent to an organization that has not announced an opening or for which no advertisement has appeared.

Short Answer type Questions (With Answers)

- 1. Write characteristics of a good job application letter.**
Ans. :
 - Clearly outline applicable skills and achievements.
 - Be positive in content, tone, word choice and expectations.
 - Show the confidence, assertiveness desire to learn and to take initiative.
 - Show the ability of managing multiple priorities.
 - Free from in appropriate language.
- 2. Write some common abbreviations used in application/letter writing.**
Ans. : ASAP - As soon as possible
Enc. or Encl - Enclosures
CC - Carbon Copy
RSVP - Please reply

3. Differentiate between Resume and CV.

Ans. :

Resume	Curriculum vital
Resume is one to two page document describing your experience and other qualifications for a specific occupational area. Its contents are clear concise.	CV is detailed overview of your life's accomplishment. It is an extensive and detailed document that presents academic and professional credentials.

4. What are transferable skills in Resume ?

Ans. : Skills obtained through experiences in life (including extra curricular activities, sports etc.) that can be transferred from one job to another. e.g. communication skill team work skills, are used and developed in all areas of life.

Long Answer Type Question (With Answer)

1. Write a job application for "marketing money"

Ans. :

Shashi prabha

34A, kalkaji

New Delhi

February 24, 2015

The personnel manager

Human Resource Departments

ACME Corporation

IIT. Road

New Delhi

Respected Sir/Madam

Job Application request for position of "Marketing manager".

I am an aspirant management professional done MBA in marketing management from ITM (Institute for technology management) Pune. after completing MCA from Jaipur. I was associated for two major marketing projects at Reliance petrochemical. Mumbai.

I would take it as privilege. If get to associate my self with your specimen organization to give better pace to my career. As I firmly believe that this would give immense exposure and a perfect platform to get glimpse of corporate world.

I Sincerely wish to add value to the organization with full dedication.

My enclosed resume provides additional information regarding my education, training, experience, skills, achievements and references.

I look forward to hearing from you

Thank you

Yours sincerely,

Shashi prabha

Enclosure : Resume

2. Write format in general for Resume.

Ans. :

First and Last name
Street - Address
City, State, code
Telephone/mobile No.
email address

Objective :

In brief state why and how you can prove yourself appropriate for the job.

Area of Interest :

State one type of job you prefer.

Professional Experience

Preface your experience title with industry-specific title

Position title (most recent first)

Company (Firm/Agency, city, state, year)

Skills

List specific skills to your job interests.

Educational qualifications

Course Collage/University City State

Achievements and Accomplishments**Awards and Honors**

Place
Date

signature
Name

3. Write your Resume for a computer company assuming you have done BCA
Ans. :

Daksh Kumar
E-33, Bank Colony, Udaipur
9460000. dk@gramil.com

Professional Objective : To work in a challenging environment demanding all my skills and effects to explore and adapt myself in different fields and realize my potential.

Work Experience : Web Developer August 2011-till dele
Honeywell, Gurgaon Hariyana

Education : BCA from NIIT Jaipur (2008-2011) Savior secondary CBSE Jaipur 2008

Skills : Knowledge of computer languages Expert in web designing.

Accomplishments : Developed an orientation program for freshmen
Developed new quality standards for better quality preference.

Competence : Leader ship quality communication skills excellent highly adaptive team spirit.

Personal Details : Address :

DOB :

Place

Date

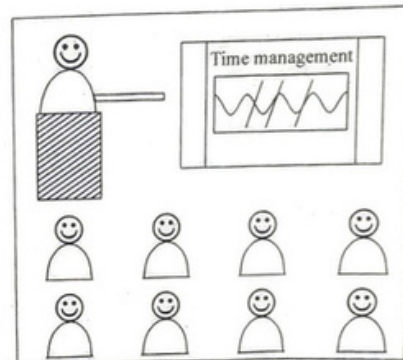
Signature



Chapter 11

Project Presentation

A seminar is a class in which a small group of students meet to talk about a particular topic. The central purpose of any presentation is communication. To communicate effectively you must state your facts in a simple, concise and interesting manner.



The purpose of the presentation is to inform or analyse a situation, then using charts graphs as aids may be useful but the interaction will be limited when the aim is to persuade, solve a problem or make a decision, the level of interaction will be higher. Usually the presentation begins by introducing the problem clearly, elaborating on various options, inviting the audience to express their need to participate by raising queries or suggesting solutions. A presentation is usually closed by deciding upon or highlighting certain recommendations or action plans. Dimensions of time voice and space will also vary from one situation to another. If the presentation is official, you will have to use formal language and use space with great ease.

ADVANTAGES OF POWER POINT PRESENTATION

- A slide can help a teacher teach a lesson, illustrate an event in history, easily display statistical information, or be used for training in corporation.
- A slide show is a valuable tool for teaching, sharing and learning.

- Help to communicate ideas to an audience.
- Realistic scenes can be shown as they are easy to memorize because of visual capacity.

DISADVANTAGES

- Effect of power point presentation mainly lies in selecting the videos, photos and the communicating power of the speaker. It videos, photos are old, outdated or seen earlier by the audience. It is likely to lose its importance.
- If the delivery is not proper by the presenter, the effect of the lesson gets reduced. Body language, communicating power, presence of mind and to satisfy the audience's need by question answers is much more important otherwise the whole ppt is going to be of no use.
- As ppt depends on electronic media, projector, LCD and electricity also have to play great role without proper physical state of surroundings and comfort level of audience ppt will not work as much as it is supposed to be.
- Effective presentation skill leads you to accomplish a successful career. It is an ability to learn and practice. As a student you need to present your project reports to your fellow students and faculty members or you may have to participate in paper presentation context.

Purpose : The central purpose of any presentation is communication. To communicate effectively, you must state your facts in a simple, concise and interesting manner. Simple, clear concise visual images with attention grabbing graphics will lend support to your spoken words. This leaves your audience with a positive attitude toward you and your product, service or proposal.

Meetings which might normally be considered dull, or a chore to be avoided can be transformed into exciting productions. That grab the attention of viewers.

It is proved that the people learn more readily and retain more information when learning is reinforced by visual display. You can entertain, inform, excite an audience by proper integration of visual display.

Your presentation need to be interesting and entertaining. The audience must feel better and more relaxed at the end of presentation. To develop a better understanding following points can be kept in mind.

1. Know your subject matter : It is very important that you research every aspect of your subject. Read different reports and look up information about the topic with the specific purpose of writing a presentation script. When examined in this light, new ideas and alternative ways of thinking often develop. The ability to present a subject with confidence directly affects your audience's impressions and will help keep their attention.

2. Know your audience : The common thing among all audiences is that they are the receiving end of your communication. The nature of your audience has a direct impact on the strategy you devise for your presentation. Speak with confidence

and conviction. Encourage questions from audience.

3. Know yourself (and your limits) : Knowing a few of your limits might keep the embarrassment away. Your limits are just where you may or may not tread, depending on the make up of your audience and your relationship with them.

4. Develop a theme : All presentations are designed with a single purpose. Whether that purpose is to sell, educate or for pure entertainment, state that purpose to yourself at the beginning of the development process.

5. Prepare your script : The script in the form of simple notes must be there. It should be carefully composed and professionally developed. The exact form of the script depends on the formality of the presentation, the make up of the audience and who will be presenting it. Any presentation script, regardless of complexity is like any other business correspondence. It should consist of the basic parts- An opening, body, summary and closing. The opening-any presentation sets the stage for what is to follow. Participants are introduced and the purpose of the presentation is stated. Body is the part of the script in which the bulk of the subject matter is presented. The body of long presentation should be separated into smaller, easily assimilated modules. Each module sub-section should make a single point or convey one idea. These sub-sections should have their own simple opening body and summary.

Summary of the presentation should be very brief and simple. It provides a chance to reinforce the central theme and purpose of your presentation. Briefly emphasize the key points and main ideas of your script in this section.

Quite often question and answer session follows a final summary. You should encourage questions from audience, and be prepared to answer them. You are not supposed to know the answer of every question but don't bluff.

In a well structured closing points raised during the question and answer session are summarized. Handout material emphasizes each key point or idea to renew the subject

6. select the proper visual aids : Original and related pictures, photos and videos should be included. The relevant material will add to your words and help you to deliver and state your purpose. Properly planned and produced simple, well designed graphics add professionalism and impact to mutually.

7. Rehearse : Your final script and outline permits you to rehearse your presentation even before the visuals are completed.

DO'S AND DON'TS FOR EFFECTIVE PRESENTATION

While delivering a presentation your tone of voice, facial expressions and other body language should convey more than the words you speak. To ensure your message is powerful and on target follow these rules :

- Know your audience and their interest also

- Dress accordingly. People are impressed when you dress up for them.
- Plan for the questions you may face.
- Prepare handouts, so your listeners will remember your message after the presentation.
- Modulate your style, voice, pitch, tone and gestures.
- Use a mixture of presentation styles (active, visual, auditory) so that you hit everyone's learning capability.
- Use humour to handle strange noise or if you make a mistake.
- Don't exaggerate
- Use the information's from the evolutions and make corrections to update any consistently negative evaluations.

PRESENTING WITH POWER POINT : DO'S AND DON'T

1. **Hold up your end with compelling material-** your PPT can be simple and engaging to make eye-catching skills and graphics but power point isn't autonomous. The audience has come to hear you, not merely to stare at images flashed on the screen. Build a strong power point program, but- make sure that your spoken words are incomparable.
 2. **Keep it simple-** Most-effect power point presentations are simple charts that are easy to understand and graphics that reflect what the speaker is saying.
 3. **Minimize numbers in slides-** Power point's lure is the capacity to convey ideas and support a speaker's remarks in a concise manner. Viewers should not be confused with so many figures, photos and numbers.
 4. **Time your remarks :** Another potential of presentation is speaker's comments that coincide precisely with the appearance of a fresh power point slide. That merely splits your audience's attention. A well structured power point program brings up a new slide, gives the audience a choice to read and digest it and then follow up with remarks.
 5. **Give it a rest :** Power point is most effective as a visual accomplishment to the spoken word. The screen shouldn't go blank on occasion. That will give your audience a visual break. It is also effective to focus attention on more verbally focused.
 6. **Use vibrant-colours -** A striking contrast between words, graphics and the background can be very effective in conveying both message and emotion.
- Body language :** People assess speakers not by how they look like but by their posture, eye control, clothes and their expression etc.
- Posture is the most important aspect of your presentation.
- People who stand well look confident.
 - When you look confident, your body tricks you into thinking that you are confident.

Stand rather than you sit : Remember standing gives you more authority as people will be literally looking up to you.

Movement of hand contribute enormously so if you keep them in one position, it is a missed opportunity and it looks dull.

Eye-contact and control grasp the attention of audience. Smile makes you feel and appear relaxed and confinement. Hence an expressive and lively face should reflect while delivering. Serious expression for serious points and a smile for lighter points.

PRACTICE EXERCISES

Very Short Answer type Questions (With Answers)

1. **What is seminar presentation ?**
Ans. : Seminar presentation is a formal talk giving systematic and scientific description on some specific issue or research topic.
2. **How you will approach to deliver an effective presentation ?**
Ans. :
 To deliver an effective presentation :
 - Prepare a presentation using a simple but highly effective format.
 - Slides should be simple, concise and result oriented.
 - Capture the audience attention
 - Use the appropriate pace, tune and pitch of voice to create enthusiasm and interest in the audience.
 - Use body language and movement that is effective and not distracting to the audience.
 - Interact with the audience.
 - Personalize a presentation to address the costumers need and objectives.
 - Manage question and answer sessions
 - Use best usual aids to support the presentation
3. **What are general purposes of seminar presentation ?**
Ans. :
 - Show critical thought about a topic
 - Stimulate inquiry and discussion.
 - Inform the audience about speakers views on his/her research, product or project.
 - Gives a clear review of any project.
4. **Write the process in brief to present a project presentation.**
Ans. : Steps for presentation
 1. **Selection and Composing :** Remember you have limited time to tell your evidence about your project, thoughts and ideas therefore don't try to cover the whole article or all the results. Use your judgment to pick out the key ideas that

were put to test. Describe the key study and its finding and most important. Your ability to evaluate critically what you have read is one of criteria upon which you will be marked.

2. Preparation : Once you know which parts of topic you wish to focus on, prepare your talk so that can engage the interest of your audience. It is greatly preferable if you can avoid reading a prepared script. Verbally because this usually makes it harder for the audience to follow you. Instead try to have summary notes that contain the key points you wish to convey and speak about these extemporaneously. This will make your talk much more interesting to listen to and will also allow you to monitor your audiences reactions to judge whether you need to speed up or slow down or repeat something.

3. Presentation through aids. Key ideas or research data are often best presented visually. Don't try to write too much information on each slide and make sure you write (or type) using large legible script. Careful use of such visual aids will also help you to speak on your material rather than reading from it.

Do invite your audience to participate, especially at the end of your presentation whether it can be valuable if you finish with some provocative questions.

5. What are the main types of presentations.

Ans. : There are mainly three types of presentations :

1. **Informative :** The audience learn about a new subject or know new information about a familiar subject.
2. **Persuasive :** Intended to change the audiences attitude or behaviour.
3. **Entertaining :** Simply try to gain and keep the audience's attention.

6. List out the purposes of visual aids used in a presentation.

Ans. : Purposes of visual aids-

- They back up a presentation
- To keep the audiences attention.
- To reinforce the understanding.
- To communicate special concepts
- To highlight specific points.
- To provide notes and headings.

7. Write some helpful tips for delivering your presentation.

Ans. : Dress accordingly and avoid appropriate manners.

- Talk with your audience. Do not reed.
- Do not ever read your presentation from your notes; use notes only as a prompt.
- Do not reed slides verbally.
- Maintain eye contact with the audience.
- Talk beside the screen with a points.

- Do not stand beside the overhead projector or computer.
- Do not point to the overhead slide on the projector. Do not use a sheet of paper to cover part of the transparency if using overheads.
- Stress your main point
- Modulate your voice, pitch, volume.
- Avoid paragon, slang or fill in words
- Don't sound self important.

8. Write some tips for handling questions and Answers at presentation.

Ans. :

- Make sure review the basic theory or concept.
- Be sure to finish with time recently.
- Questions are great opportunity for getting feedback, generating ideas etc.
- Listen carefully to each question do not begin answering until the question is finished.
- Take a few seconds to think before you begin your response. If you don't understand the question, rehearse and confirm it.
- Don't be nervous if you do not know the answer, never bluff. Simply say "I don't know". You are not supposed to know everyting.
- Be polite and friendly.
- Don't be shy about speculation.
- Keep your answer short and to the point so that others can ask more questions.

□□□

SARTHI BCA Part-I (First Year)

GENERAL ENGLISH

Very Short Answer Type Questions

UNIT-I

Q. 1. Define the term narration.

Ans. Narration—The art of reporting words of a speaker is called Narration. There are two main ways of reporting the words of a speaker, i.e., Direct and Indirect. Direct speech repeats, or quotes, the exact words spoken. We may report what is said without quoting the exact words. Indirect speech is enclosing what the person said. It doesn't use quotation marks and doesn't have to be word for word.

Q. 2. What is English language?

Ans. English language—English is considered as the universal language. English for business is not a special language with special grammar - it is simply English used in business situation. It has become universally accepted that English today should be simple, courteous, relaxed and straight forward.

Q. 3. Define the term communication.

Ans. Communication—Communication is the transfer of information from one person to another. According to **George Terry**, "communication is the exchange of facts, ideas, opinions and emotions by two or more person."

Q. 4. Write the 7C's of communication.

Ans. The 7C's are as follows :

1. clear
2. concise
3. concrete
4. correct
5. coherent
6. complete
7. courteous

These 7C's can provide a checklist for making sure that your communication will be clear and well constructed.

Q. 5. What is auxiliary verb?

Ans. Auxiliary verb—A auxiliary verb helps to form a tense or mood of some principal verb and for goes its own significance as a principal verb for that purpose.

Q. 6. Define barriers.

Ans. The difficulties or disturbances which come between any work are known as barriers.

Q. 7. What do you mean by semantic barrier?

Ans. Semantic means study of meaning of words and signs. When a single word creates confusion because of having different meanings in language is called semantic barrier.

Q. 8. What is technical communication?

Ans. The word technical refers to something connected with practical use of machinery methods etc. Therefore technical communication means the transmission of facts, figures, ideas and all sorts of scientific and technical information from one individual to another.

Q. 9. What is technical writing?

Ans. Technical writing is practical writing that people do as part of their jobs.

Q. 10. What is an e-mail?

Ans. E-mail is the process of sending/receiving letters or messages through the exchange of electronic signals between computer network.

Q. 11. Write the circumstances of communication barrier.

Ans. The circumstances of communication barrier—

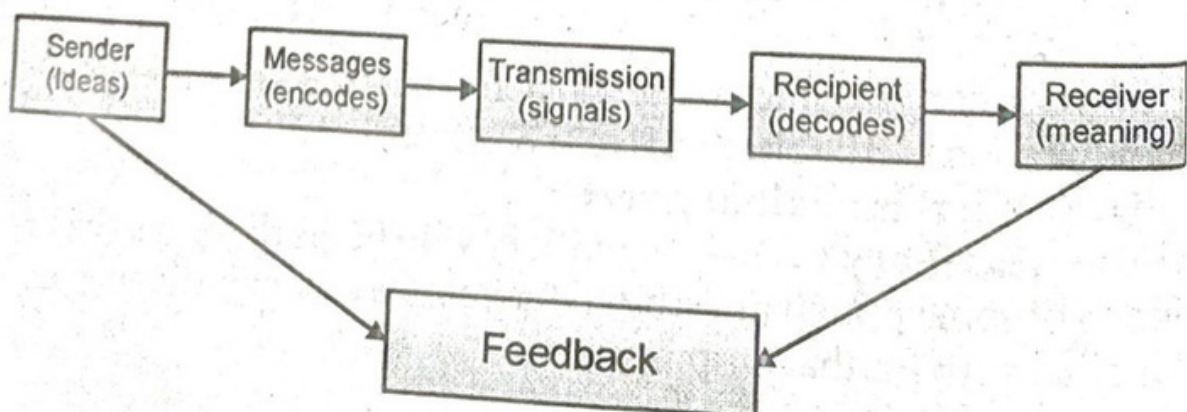
1. Relation between sender and receiver
2. Lack of vocabulary
3. Prejudice
4. Background.

Q. 12. Define the process.

Ans. It means that required steps which we have to be taken in a particular order to achieve a goal is called process.

Q. 13. Draw a diagram showing process of communication.

Ans.



Q. 14. Name three models of communication process.

Ans. Models of communication process is :

- (1) Transmission model
- (2) Reciprocal model
- (3) Model of highlighting assumptions.

Q. 15. How can we develop trust and clear understanding with others?

Ans. By clear, honest, open and effective communication we can develop trust and understanding and have better relationship.

Q. 16. Besides speech oral communication is supported by which factors?

Ans. Oral communication is aided with body language, tone and accent. It requires the correctness of language and expression.

Q. 17. Name some places where you can find formal communication?

Ans. At working place, office deals, business purpose and with other people outside the organization.

Q. 18. Give some examples of technical writings.

Ans. Memos, reports, proposals official letters, research articles journals are examples of technical writing.

Q. 19. Define Feedback.

Ans. Feedback is an action or reaction on the part of the receiver in response to the message received by him from the sender.

Q. 20. Define Model.

Ans. Model is a visual representation of a given concept with the intent of making it easier for understanding.

Q. 21. Define Oral communication.

Ans. It means spoken communication or communication through speech. It can be both formal and informal.

Q. 22. Define non verbal communication.

Ans. It means without speaking a single word by showing facial expression, body movements, gestures, moods are the ways for non verbal communication.

Q. 23. Define formal communication.

Ans. The communication which follows established systems, rules and regulations, procedures or any other prescribed ways and means are called formal communication.

Q. 24. To whom do we communicate in the external communication?

Ans. In the external communication we communicate to the people outside the group such as government agencies, department, traders, vendors, service providers, media, customer etc.

Q. 25. What helps to make professional interaction possible?

Ans. Technical communication.

Q. 26. What do you understand by information?

Ans. Information means transferring knowledge to another person or group.

Q. 27. Define e-Encoding.

Ans. Translation of an already conceived idea by the sender into a message which is appropriate for transmission is called encoding.

Q. 28. Define Decoding.

Ans. It is reverse of encoding. Translation of symbols etc, encoded by the sender into an idea of understanding is called decoding.

Q. 29. What does personal communication refer to?

Ans. Personal communication is the exchange of information and feelings in which human beings engage whenever they come together.

Q. 30. Name the types of media for communication.

Ans. Two types of media are :

1. Physical media
2. Mechanical media.

Q. 31. What do you understand by mechanical media?

Ans. By mechanical media we mean written or electronic channels

UNIT-II

Q. 32. Define the written communication with example.

Ans. It means transferring of complicated, confidential information in an effective writing style is known as written communication. Letter are best examples of written communication.

Q. 33. What is report?

Ans. Report means final working results of the organisation department, factory, plant etc. Some of the sectors show their achievements through this report.

Q. 34. What are abstract words?

Ans. Abstract words cover broad meanings concepts, ideas and feelings.

Q. 35. Complete the sentence Good business communication is marked by the words...

Ans. That have clear meanings.

Q. 36. What are Acronyms?

Ans. An acronym is a word formed by combining the first letters of the words that make up the name of something.

Q. 37. What are the minutes?

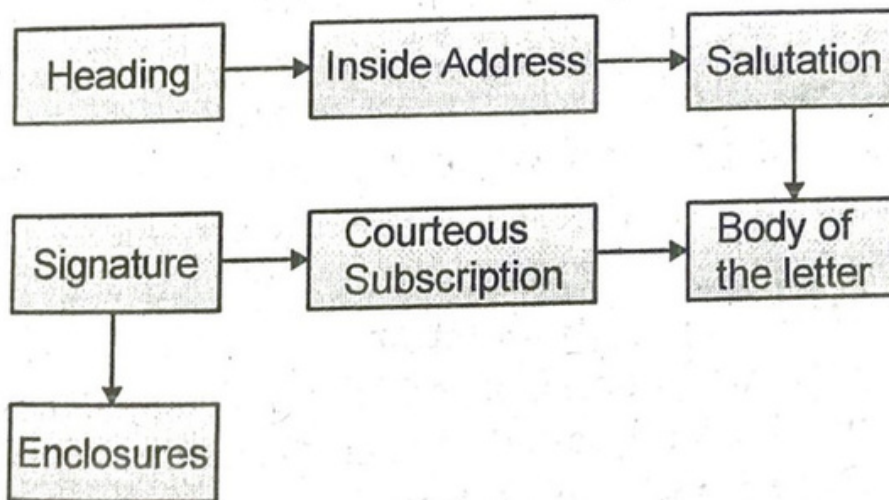
Ans. Minutes—Minutes are “a written document that accurately and objectively records the essence of a meeting.” They are useful because people can forget what was decided at a meeting if there is no written record of the proceedings. Minutes can also inform people who were not at the meeting about what took place.

Q. 38. Define business letter.

Ans. It is a type of formal communication which is written in a simple language without any scope for confusion.

Q. 39. Explain briefly parts of a letter.

Ans. **Parts of a Letter**



Q. 40. Define complaints

Ans. Complaints—In daily work situations you will come across many situations involving people who have a complaint. The way you deal with these complaints determines whether guests or clients are lost forever or whether the relationship with them becomes stronger. However, this requires an attitude of believing that all complaints have a positive side and it also asks for active listening.

Q. 41. What is technical writing?

Ans. Technical writing is the practical writing that people do as part of their jobs.

Q. 42. What helps to make professional interaction possible?

Ans. Technical communication.

Q. 43. What is rule of thumb in writing?

Ans. 'A rule of thumb' is to avoid stiff and difficult words.

Q. 44. What are concrete words?

Ans. Concrete words stand for things that exist in the real world such a chair, desk, automobile, flowers, etc.

Q. 45. Define memorandum.

Ans. Memorandum—In short it is called memo is a note, document or other communication that helps the memory by recording events on a topic, such as used in a business letter.

“Memorandum is a form of letters written inside the business” by Lesikar and Pettit.

Q. 46. Write three importance of business letter.

Ans. Three importance of business letter are.

- (1) It maintains contacts at distinct places .
- (2) It is an effective mode of contact.
- (3) It helps in the development of business.

Q. 47. Define persuasive letter.

Ans. These letters are just a easy way to convince someone to do something.

Q. 48. Define good news letter.

Ans. Letters with contain a good news or a good message to make someone happy are called good news letters.

Q. 49. Define bad news letter.

Ans. These letters contain a bad news or a bad message or an unfavourable information eg. rejection of a loan application, are called bad news letters.

Q. 50. Write some words which we should keep in mind while writing a bad news letter.

Ans. Here are some words like rejected, not accepted, failed, wrong, unsuccessful.

Q. 51. Define sales letter.

Ans. Sales Letter—It is a piece of direct mail which is designed to persuade or convince the reader to purchase a particular product in the absence of a salesman. In short, “A form of direct mail in which an advertiser sends a letter to a potential customer”.

Q. 52. Define trade circular.

Ans. It is sales promotion letter which is undoubtedly an important type of circular type.

Q. 53. Write the format of good news letter.

Ans. Good news letter writing format has three main parts.

They are as following :

1. opening paragraph
2. middle
3. closing paragraph.

Q. 54. Write three rules for writing a good sales letter.

Ans. Rules for writing a good sales letter:

(1) Start with a catchy opening statement to draw the attention.

(2) Give them the facts fast.

(3) Ending should be convincing.

Q. 55. Write two important characteristics of a sales letter.

Ans. Two Characteristics of a Sales letter are—

1. The main concept is less is more, the quicker you can get your point across the better.

2. The visual presentation, font and language must be very easy to read.

Q. 56. Define circulars.

Ans. Circulars : Notices seeking the opinions of the staff are often circulated in order that each person has one and can fill it and give his or her own comments on a specific matter. As a secretary, one is quite likely to be asked at some time to draw up questionnaire asking staff for their opinions/comments on tips already given or to give suggestions of their own.

Q. 57. Write the name of the standard parts of a business letter.

Ans. The standard parts of a business letter are :

1. Dateline
2. Letter address

3. Salutation
4. Body
5. Complimentary close
6. Signature block
7. Reference initials.

Q. 58. Define E-mail.

Ans. E-mails: E-mail (electronic mail) is the exchange of computer- stored messages by telecommunication. E-mail is a service used to send and receive messages quickly and securely through an electronic or computer channel. In computing, email is a network service that allows two or more users to communicate with one another by messages that are sent and received through a computer or similar device.

Q. 59. What is staff news letters?

Ans. Staff Newsletters : A staff newsletter is a publication by the company for its staff. It contains all the important details and information for the staff. It is issued by the company on regular interval. It is helpful in keeping the staff updated about the company's performance and day-to-day activities.

UNIT-III

Q. 60. Define report. ↴

Ans. Report—According to **English Dictionary**, "Report' is to give a spoken or written account of something." Report is a part of administrative activities.

Q. 61. Write the types of report. ↴

Ans. There are 6 types of report :

- (1) Informal report
- (2) Formal report
- (3) Feasibility report
- (4) Technical and special report
- (5) Business report
- (6) Academic report.

Q. 62. What are Informative reports?

Ans. Informative reports focus on documenting new information.

Q. 63. What type of format can a report have?

Ans. Report have any type of format like :

- (1) Manuscript
- (2) memo
- (3) letter
- (4) pre-printed form.

Q. 64. What do you mean by the purpose and scope of the report?

Ans. Purpose refers to the objective of the study while scope refers to the depth or extent of coverage.

Q. 65. Define informal report.

Ans. Informal report means to inform, analyze and recommend. It generally takes the form of a memo, letter or a very short international report like monthly activity report.

Q. 66. What do you mean by Formal report?

Ans. Formal report means collection, interpretation of report information. It is complex and may even be produced in bound book volumes.

Q. 67. What is linguistics?

Ans. Linguistics is the scientific study of language, its structure, development and relationship with other language.

Q. 68. Define phonetics.

Ans. Phonetics is the study of spoken language related to speech sounds.

Q. 69. How signs are useful in communication?

Ans. Signs are non-verbal units of expression. A natural sign is a physical indicator.

Q. 70. What are the three types of signs?

Ans. The three types of signs are: An Icon, An Index and A symbol.

Q. 71. What does paralanguage refer to?

Ans. Para language refers to a range of non-linguistic elements of speech, such as facial expression, gesture etc.

Q. 72. What do you understand by synchrony?

Ans. Synchrony focuses on the amount of co-ordination in people's behaviour when their non-verbal ones are in relation with the another.

Q. 73. Write two merits of report,

Ans. Two merits of reports—

- (1) Report helps us in decision making
- (2) A report provides us a good platform to achieve our fixed objectives.

Q. 74. Define word 'choice'.

Ans. First we should know the meaning of words. Words are living messengers from which every human activity is born. Our choice of words determines the ideas we receive, how we think and the accuracy with which we communicate these thoughts and feelings.

Q. 75. Define Precise words.

Ans. Precise words are those which express our thoughts and feelings exactly or accurately. The use of vague or absurd words confuse the listeners and does not clearly express our intended meaning.

Q. 76. Define Feasibility report.

Ans. Feasibility means possibility. So, this report defines a need of proposed idea, then analyses, compares and recommends a course of action.

Q. 77. Define business report.

Ans. It means analysis of a given situation by applying business theories to produce a range of suggestions for improvement.

Q. 78. Define Academic report.

Ans. It is a report that adopts the formal and impersonal styles of report writing as well as languages.

Q. 79. What is "concrete word"?

Ans. The words which can be used to make it easy for others to understand us. They can be used to explain abstract ideas.

Q. 80. Define Adjectives and give some examples.

Ans. An adjective is a word used to describe the speciality of a noun eg. an angry person, a happy person, a strong person. Adjectives are generally used in this order → quantity → opinion → size → age → shape → colour → origin → material → purpose.

Q. 81. Define Adverb.

Ans. An adverb is a word which usually modifies a verb or verb phrase eg. slowly, noon, soon, suddenly.

UNIT-IV

Q. 82. Define the term oral communication.

Ans. It means spoken communication or communication through speech. According to **Ricky W. Griffin**, "It takes place in face to face conversations, group discussions, telephone calls and other ways in which spoken word is used to express meaning".

Q. 83. Write different forms of oral communication.

Ans. Different forms of oral communication are :

- (1) Talking
- (2) Interview
- (3) Tours
- (4) Group discussion
- (5) Seminars
- (6) Telephone

Q. 84. "Seminar is very important form of oral communication". Explain it.

Ans. Oral communication are a main part of seminars also. The seminars are used to collect information to deal with a problem. In these, the Research scholars are informed in advance about the Research Methodology that helps them in dealing with the problems in hand quickly and accurately.

Q. 85. Write different styles of oral communication.

Ans. Styles of oral communication:

- (1) One-on-One speaking (student-student or student-teacher)
- (2) Small group or team based oral work.
- (3) Full class discussions.
- (4) In class debates and deliberations.
- (5) Speeches and Presentation
- (6) Oral Examinations

Q. 86. Define Interview.

Ans. Interview means to collect information and present views to readers, listeners or viewers. In short, "A conversation in which one person obtains information from another person. Such a conversation is called an interview."

Q. 87. Mention Rogee's five points to an adequate interview.

Ans. Rogee's five points to an adequate interview:

- (1) Special qualities of applicants.
- (2) Interest of applicants.
- (3) Common sense and understanding of applicants.
- (4) Education and experience of applicants.
- (5) Health, shape and character of applicants.

Q. 88. What is Mock interview?

Ans. Mock interview is an opportunity to practise interviewing technique and answers line.

Q. 89. Name the factors that can be responsible for the not selection of a candidate in interview.

Ans. Arrogance, Apathy, nervousness, over confidence, lack of confidence, lack of concentration and social skills.

Q. 90. List some objectives of interview.

Ans. Objectives of Interview—

- (1) To select a person for specific job.
- (2) To monitor performance.
- (3) To collect and exchange information
- (4) To counsel.

Q. 91. What is a campus interview?

Ans. Campus interviews are the interview conducted at the campuses of colleges.

Q. 92. What are on-site interviews?

Ans. On-site interview are the interviews conducted at company premises.

Q. 93. What are telephonic interviews?

Ans. Telephonic interviews are the interviews by the companies over the telephone.

Q. 94. What is face-to-face interview?

Ans. A face-to-face interview for any job is a personal communication between the interview panel and interviewee.

Q. 95. Write four tips for interview.

Ans. Four Tips for interview are—

- (1) Prepare a good and attractive C.V. or resume.
- (2) Use easy language while preparing your resume.

(3) Don't show nervousness be relaxed.

(4) Use civility - yes sir, thank you etc.

Q. 96. Who is interviewer?

Ans. The person who takes the interview or person who ask the questions.

Q. 97. Who is interviewee?

Ans. The recipient of an interview means the person who gives the answer asked by the interviewee.

Q. 98. What is structured interview?

Ans. In this kind of interview each candidate is asked the same set of questions and their answers are compared to a scoring guide and rated.

Q. 99. How you can say that listening is an art?

Ans. Human beings spend more time in listening than speaking. It is used by all of us but we get little training in this.

Q. 100. Why we are more interested in speaking than listening?

Ans. Human beings can speak at the rate of about 125-150 words per minute whereas brain process 500-700 words per minute. Consequently we are more interested in speaking than listening to others.

Q. 101. How listening is different from hearing?

Ans. Listening demands perfect coordination between the ears and the brain, which result in decoding the speaker's message aptly.

Q. 102. Name two major types of listening.

Ans. Extensive listening and intensive listening.

Q. 103. How inadequate language can be reason for poor listening?

Ans. Certain words that speaker uses may not make sense to the listener. Then it result in poor listening.

Q. 104. What is Active listening?

Ans. Active listening is main part of oral communication. It listens to the story being told and also to the feelings and emotions expressed. It is very useful to deaf persons.

Q. 105. What is unstructured interview?

Ans. In this kind of interview questions here are based on the individual's application documents such as their resume and so different variants of a question will be asked to each applicant.

Q. 106. What are the essentials for interviewee at the end of the interview?

Ans. You should always be ready to ask questions as 'why the position is available', if there are second interviews etc'. Thank the interviewee for their time and give another firm handshake.

Q. 107. Define case interview.

Ans. It means giving a good idea to interviewer of your ability to solve problems on the spot. This is also designed to assess logical thought, processes, quantitative skills, business knowledge, GK., creativity and communication skills.

Q. 108. Write the steps of process of listening.

Ans. Steps of process of listening—

1. Hearing
2. Recording
3. Comprehending
4. Remembering
5. Responding.

Q. 109. Write two importance of listening.

Ans. Two importance of listening :

1. Listening promotes awareness about the organisation where you are working.
2. Listening is important for the success of two way communication.

UNIT-V

Q. 110. What is a Resume?

Ans. Resume is a short summary of Your Career goals which you write to an employer to seek a job.

Q. 111. What does a Resume include?

Ans. Resume includes personal history, biographical details, educational qualifications, work experience, achievements and other strengths.

Q. 112. What is the purpose of writing a Resume?

Ans. Writing a Resume has two main purposes :

1. To present your skills, qualifications and accomplishments to your potential employer.
2. To get you an interview.

Q. 113. What do you mean by job application?

Ans. It is an application form or collection of forms that an individual seeking employment.

Q. 114. Write the parts of a job application.

Ans. The parts of a job application—

There are usually four parts of a job application

- (1) Personal information
- (2) Employment information also called work history
- (3) Education and training
- (4) References.

Q. 115. What is the purpose of Job Application?

Ans. A job application letter is written to apply for a specific position in any organization.

Q. 116. What are two types of two application letters?

- Ans.**
- (1) Solicited letters in response to advertisement
 - (2) Unsolicited letters, sent to an organization that has not announced an opening or for which no advertisement has appeared.

Q. 117. While preparing a resume which points should be keep in the mind?

- Ans.**
- (1) Contact information should include address, city, state. It includes phone.
 - (2) Career/job objectives.
 - (3) Educational highlights.
 - (4) Employment and/or experience summary.

Q. 118. Define Cover letter.

Ans. Cover letter is the primary part of a job application which should be in brief and in an attractive manner.

Q. 119. What is the content of job application?

Ans. Presently there are two types of job application format :

- (1) Paper application forms
- (2) Online application systems

But now a days online application system is more popular.

Q. 120. What is a chart?

Ans. Chart is a graphical presentation of a given data.

Q. 121. What is executive summary?

Ans. It is a short document or section of a document produced for business purpose is called 'executive summary', it is also called management summary.

Q. 122. While using visual aids which elements should be used?

Ans. Organisation—The audience must be able to follow our thoughts.

Simplicity—These should be simple.

Clarity—Use minimum words to avoid crowding.

Legibility—Your audience could see the message.

Q. 123. Write two features of executive summary.

Ans. Two features of executive summary :

1. The executive summary is not a preface.
2. It is an overview of the entire plan, it is common to write the executive summary last.

Q. 124. Write main content of executive summary.

Ans. Main content of executive summary—

- (1) The concept and opportunity
- (2) The product or service description
- (3) The market.

Q. 125. What is seminar presentation?

Ans. Seminar presentation is a formal talk giving systematic and scientific description on some specific issue or research topic.

Q. 126. Define Power Point Presentation.

Ans. It is a powerful presentation software that has changed the presentation of an information by using graphics, text, audio, video, animation to a slide show.

Q. 127. Write any two advantages of Project presentation.

Ans. Two Advantages of Project presentation are—

- (1) It suits to everybody.

- (2) A well communicated idea or proposal is accepted better even in cases when it is not particularly pleasant or entirely positive for the listeners.

Q. 128. Define Visual presentation.

Ans. It includes not only text but also pictures, images, graphs, animation, audio, video, then it is called visual presentation.

Q. 129. Define Electronic media.

Ans. The media which uses electronic energy to transmit information to the user end is called electronic media.

Q. 130. Define Animation.

Ans. The technique of making in animating (non living) objects to move in motion picture or computer graphics are called animation.

Q. 131. Define Visual aids.

Ans. They are generally used to help audiences of informative and convincing speeches understand the topic being presented.

Q. 132. Write any two advantages of Radio.

Ans. Two advantages of Radio are :

- (1) It is very suitable to illiterate persons.
- (2) It is very easily reachable in rural area.

Q. 133. Write any two advantages of TV.

Ans. Two advantages of TV are :

- (1) It has both an audio visual impact.
- (2) Very best way to advertise a company's product.

Q. 134. Write any two disadvantages of Internet.

Ans. Two disadvantages of Internet are :

- (1) It totally depends upon computer. So, it does not suit to everybody.
- (2) It is not suitable for illiterates and those having no knowledge about the operation of Internet.

Short Answer Type Questions

UNIT-I

Q. 1. Explain the importance of communication.

Ans. Communication is the transfer of information from one person to another. Communication is the most vital ingredient of an organisation. The achievement of these objectives largely depends upon a proper co-ordination and integration of human effort in an organisation. Co-ordination and integration of various human activities are possible only if there is an effective system of communication in the organisation which provides for exchange of information and sharing of various ideas.

Importance of communication:

- (1) Communication is the basis for decision making and planning.
- (2) It helps in smooth and efficient working of an organisation.
- (3) It helps to maintain public relations.
- (4) It increases managerial efficiency.
- (5) It promotes co-operation and industrial peace.
- (6) It motivates employee and increases employee morale.
- (7) It facilitates co-ordination.
- (8) It helps in effective control of how to communicate effectively.

Q. 2. What is the role of e-mail in communication?

Ans. E-mail or electronic mail has revolutionized the way of communication. The old system of exchanging hand written letters through postal system has been replaced by e-mail. Now-a-days an e-mail is the electronic equivalent of the ordinary letter.

Q. 3. What are five steps in the process of communication?

Ans. The five steps in the process of communication are :

- (1) Sender has an idea
- (2) The idea becomes the message
- (3) The message is transmitted
- (4) Reception of the message
- (5) Feedback.

Q. 4. Name some technologies being used in organization to communicate.

Ans. Some technologies being used in organization to communicate:

- (1) Telephone and voice mails
- (2) Computer network
- (3) Electronic mail
- (4) Electronic Bulletin Board
- (5) Teleconferencing and video-conferencing.
- (6) Tele commuting and home offices.

Q. 5. What are the objectives of communication?

Ans. These are the objectives of communication :

- (1) **Information** : One of the important objectives of communication is passing or receiving information about a particular fact.
- (2) **Advice** : It is a kind of information. It means opinion is given as to what action to be taken.
- (3) **Order** : It is an authoritative communication.
- (4) **Suggestion** : It means proposing something for acceptance or rejection.
- (5) **Persuasion** : Promoting a person to act mostly in a positive way is known persuasion.
- (6) **Education** : It involves imparting instruction, character building enriching mental faculties.
- (7) **Warning** : It is a forceful mean of communication, eg. no smoking, no parking.
- (8) **Motivation** : Interest in job in the minds of employees is known as motivation.
- (9) **Counselling** : Counselling is objective and impersonal, whereas advice is a personal touch.
- (10) **Moral boosting** : It refers to team spirit and co-operation of people for a common cause.

Q. 6. What is horizontal or lateral communication?

Ans. Horizontal/lateral communication takes place between people who are working at some level in an organization. The channels used are memos, telephonic talk, face to face discussion and regular meetings. The objectives are to promote understanding and co-ordination among people, allow the sharing of information.

Q. 7. Write about Diagonal/Crosswise communication.

Ans. Diagonal/Crosswise communication flows in all directions and takes place between people at all level and functions. Increased use of e-mails encourages cross communication. Crosswise communication is quick and efficient as compared to normal communication.

Q. 8. Explain the essential of communication.

Ans. A good communication is the key of sure success in the modern world. The businessman who wants to survive in competition has to develop his communication skills. The delay and lack of good communication can result in heavy loss of money for any businessman. So it is very important for every businessman to know the art of how to communicate effectively.

Here are the essentials of good communication :

- (1) Positive and pleasant approach.
- (2) Appropriate tone, quality, intensive.
- (3) Self confidence
- (4) Adaptability
- (5) Attentiveness
- (6) Tune Consciousness
- (7) 'You' Attitude
- (8) Clarity of thought and expression.
- (9) Correctness
- (10) Appropriate forms.

Q. 9. What is tele conferencing?

Ans. **Tele conferencing** is a powerful and effective medium in which one has been put to good use in business communication to conduct group discussion or meeting between people, who are not physically present at one place. Thus a board meeting can be held between groups of people spread at different locations. This cuts down the travel cost of executives and the time spent in organizing and conducting such meetings. Currently the cost of seeking up such facilities is high but technical advancement will eventually lead to cost reduction in future and in the long row. The system would prove to be cost effective.

Q. 10. What is nature of communication?

Ans. Communication can be social collective dynamic and multi-dimensional. The system of communication is commonly owned, accepted and recognized by the members of a community. It enables

them to acquire, exchange, store and process the communication. Hence it is essentially a social affair. It is dynamic and multi-dimensional and a continuous process. The system of communication starts before the actual communication event takes place and continues even after it has occurred.

Q. 11. What is upward communication and how it works?

Ans. Upward communication flows from the lower level staff members to superiors. The channels usually used for this kind of communication are complaint and suggestion boxes. Social gathering, direct correspondence and resort. It serves following objectives-

- provides feedback to superiors
- release emotions of subordinates
- make the introduction of new employee
- promote harmony.

Q. 12. Give your suggestions for removing the barriers of communication.

Ans. The success and effectiveness of communication does not depend on the exchange of information, ideas and facts but its effect on the receiver should also be studied.

- (1) **Continuous Communication** : It is necessary so that no break will occur during communication.
- (2) **Co-operation** : There should be proper co-ordination and co-operation between sender and receiver. Decision should be taken after a lot of thinking keeping in mind all the factors.
- (3) **Trust** : Senior officers should trust their subordinates and both parties should hold discussions so that there are communication.
- (4) **Adequate size of scalar chain** : The grading system should be not so long that there would be any barrier in communication.
- (5) **Use of seven C's** : By using these we can remove the barriers in communication.
- (6) **Meaningful, clear and brief message** : It depends largely on the fact that the message is meaningful clear and brief.
- (7) **Good working condition** : If condition will be good naturally workers will be happy.

(8) **Ideal behaviour** : For effective communication, it is necessary that the senior officers have the ideal behaviour that is expected by the subordinates.

Q. 13. What is role of appearance in communication?

Ans. Appearance deals with the communication role played by a person's looks or physical appearance. It deals with physical aspects of body shape, hair colour and skin tone as well as grooming, dress and use of body enhances. Appearance speaks the personality, views, dignity of a person.

Q. 14. Write some features of good technical writing.

Ans. Features of good technical writing are :

- (1) Use of familiar and easy words
- (2) Use of clear sentences
- (3) Sentences should be of moderate length
- (4) Use of active voice
- (5) Avoid phrases
- (6) Logical sequence of ideas and paragraphs.

Q. 15. What is verbal communication? Define its type.

Ans. Verbal communication refers to the spoken words in the communication process. It can either be face to face or a conversation over the phone or on the voice chat over the net. Verbal communication are influenced by voice modulation, pitch volume and the clarity of speaking. Verbal communication includes sound, words, language, speech. Speaking is an effective way of communication which helps in expressing our emotions in words.

Types of verbal communication :

- (1) **Oral communication:** People speak before writing. It can take place through face to face talk, telephone, loudspeaker etc.
- (2) **Written:** It is essential for communicating complicated information. It allows information to be recorded so that it can be referred to at a later date.
- (3) **Visual :** It is an attractive form of communication. In this ideas and information may be presented in charts and diagrams.

Q. 16. What is subjective and objective writing ?

Ans. Subjective writing prefers to the style of writing, expressing views of writer, objective writing refer to impersonal style of writing, where the writer has to stick to the hard facts, information of data and no personal views of opinions are there.

Q. 17. Write role of facial expression in communication.

Ans. Facial expression shows emotions, which originated in our evolutionary part. People irrespective of using different languages and cultures use a common pattern of facial expression to show emotions.

Q. 18. How dress and grooming are important in personal life?

Ans. In many developing countries workers whether in offices or in industries are provided with facilities where they should look clean. In these countries you may not get a job if you don't dress well or appear clean.

Q. 19. What is non-verbal communication? Define its types.

Ans. Non-verbal communication is basically the body language of the person, which includes body posture, the hand gestures and overall body movements. They can also be in the form of pictorial presentation, sign boards, photographs, sketches and paintings. There are many different types of non-verbal communication:

- (1) **Facial Expression** : The human face is extremely expressive able to express uncountable expressions without speaking a single word.
- (2) **Body movements and posture** : By the way you walk, sit or look, the look of the people changes about you.
- (3) **Gestures** : Gestures means the manner of carrying the body. We wave, point, beckon and use our hands when we are arguing or speaking animatedly.
- (4) **Eye contact** : The way you look at someone can communicate many things including interest, affection, hostility or attraction. Eye contact is very helpful in knowing the response of the person.
- (5) **Touch** : In our daily life we communicate a lot through touch. It can be by a handshake, a warm hug, a pat on your head etc.
- (6) **Space** : We all have a need for physical space. It depends upon the culture and civilization and to the closeness of the relationship. Basically it is 'Not to cross a limit'.
- (7) **Voice** : Modulation in pitch of the voice plays an important role in communication. Our tone can indicate anger, affection or confidence.

Q. 20. Explain the types of formal communication.

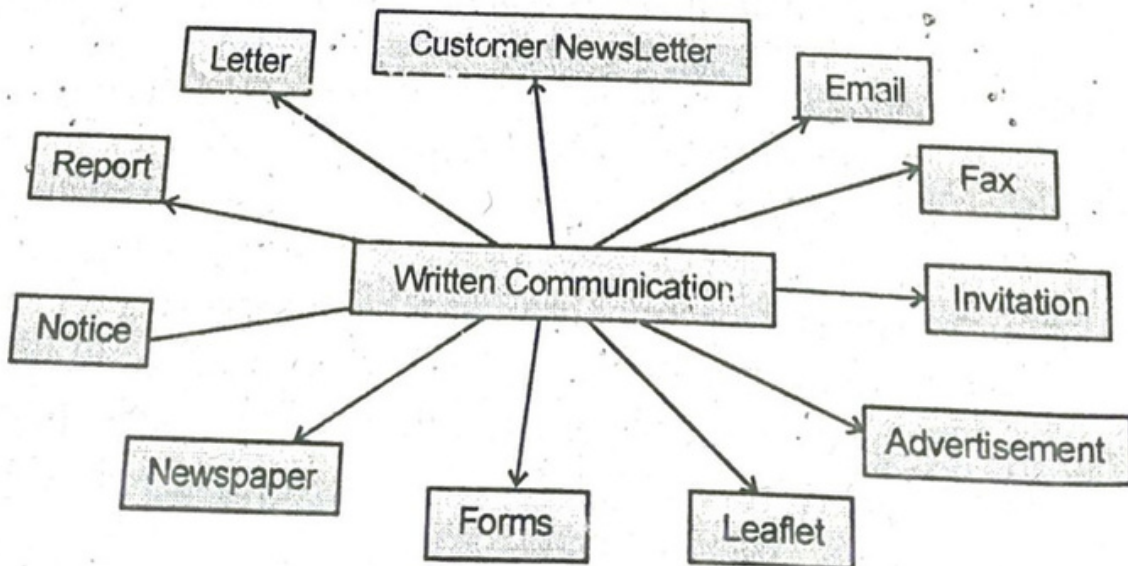
Ans. Here are the main characteristics of written communication :

- (1) **Written or Recorded form** : It is an effective way of transferring a message. Here the sender writes the message in the form of letter, report, chart and passes to the receiver.
- (2) **Creative Activity** : It generates a creativity among the person. After having a creative mind one can make beautiful invitation.
- (3) **Human activity** : A human can write any idea or information in a beautiful way. So, written communication is a human activity.
- (4) **Accuracy** : It means correctness. Written messages are generally confidential because they are prepared in a peaceful environment. It is more effective for achieving future goals of an organisation. So it is prepared by the sender with accuracy.

UNIT-II

Q. 21. Explain the written communication with a proper figure.

Ans. Written communication means exchange of ideas or information through written material. It is most common form of business communication. It is essential for small business owners and managers to develop effective written communication skills and to encourage the same in all employees. In this figure we can show the different forms of written communication.



Q. 22. How are abstract words useful in written communication ?

Ans. An abstract word expresses a concept, quality or characteristic for example hence, progress, integrity etc. Concrete words relate the material world e.g. table, chair, rose etc.

Q. 23. What are principles of effective business correspondence ?

Ans. In order to achieve the purpose of conducting business correspondence, one must keep in mind following points :

- (1) **Brief and directness** : Message should be brief, to the point and direct.
- (2) **Courteous and Considerate** : The written letter represents the writer, therefore it must be courteous.
- (3) **Promptness** : Reply must be quick.
- (4) **Knowledge of subject** : All aspects about the agenda must be gathered.
- (5) **Accurate, complete and clear** : Information, quotes, Facts, Figures etc. given must be correct and complete.

Q. 24. Describe all the characteristics of written communication.

Ans. Here are the main characteristics of written communication :

- (1) **Written or Recorded form** : It is an effective way of transferring a message. Here the sender writes the message in the form of letter, report, chart and passes to the receiver.
- (2) **Creative Activity** : It generates a creativity among the person. After having a creative mind one can make beautiful invitation.
- (3) **Human activity** : A human can write any idea or information in a beautiful way. So, written communication is a human activity.
- (4) **Accuracy** : It means correctness. Written messages are generally confidential because they are prepared in a peaceful environment. It is more effective for achieving future goals of an organisation. So it is prepared by the sender with accuracy.

Q. 25. Write some features of good technical writing.

Ans. Features of good technical writing are :

- (1) Use of familiar and easy words.
- (2) Use of clear sentences.
- (3) Sentences should be of moderate length.
- (4) Use of active voice.
- (5) Avoid old fashioned phrases.
- (6) Avoid inaccurate expressions.
- (7) Logical ordering of ideas and paragraph.

Q. 26. Explain the importance of business letter.

Ans. The letters exchanged between business organisations in connection with any business purpose are called business letters. Usually it is a letter from one company to another. Here are some importance of business letters:

- (1) **Maintain contacts at distinct places :** Business letters are cheap and better means of contacting the customer at distinct places.
- (2) **Effective mode of contact :** When the personal contact becomes difficult due to distance the correspondence is the effective mode of contact.
- (3) **Helps in development of business :** Comparison of the role of a letter is more important for the development of business.
- (4) **Cheap and easier means of communication :** It is generally cheap as compared to other means of communication like telephone, fax, telegram etc.
- (5) **Helps to face the competition :** Role of letter is more important mode of contact. Correspondence acts not only the source of communication but also as a source of increasing sales also.

Q. 27. What is an office memo?

Ans. Memonandum, circulars, office orders etc. are some forms of letters through which communication takes place within an office.

A memorandum popularly known as memo in short means a role to assist the memory. It is a simple letter written in brief used to convey information in least restricted fashion. It need not carry salutation or other extra fills.

Q. 28. What are adjustment letters?

Ans. Adjustment letters are considered to carry good business

practice. Their purpose is not to show anger or make or get anyone upset but in reply to a complaint offer some adjustments. They create a good will and help to retain the customer.

Q. 29. Explain characteristics of persuasive letter.

Ans. Persuasive letter are just what you had imagine an attempt to convince someone to do something. A good persuasive letter should include these characteristics:

- (1) It should be addressed to the appropriate audiences so that action can be taken by authority.
- (2) It expresses the situation clearly and succinctly.
- (3) It engages the reader in the first paragraph.
- (4) Indicates a thorough knowledge of the situation.
- (5) Acknowledges the reader point of views.
- (6) Provides specific details to support the writers opinion.
- (7) Develop ideas through a logical sequence of information.
- (8) Leaves the reader with vision.
- (9) States clearly the outcome of the writer's desire with suggestions for implementation.
- (10) Follows business or friendly letter format, depending upon the audience.

Q. 30. What is a circular?

Ans. When the same message needs to be conveyed to a large number of people in the office. Then office circulars are issued. Such circulars carry general information and do not carry any confidential material.

Q. 31. What is the difference between the notices of tender and letter calling quotations?

Ans. Quotations are letters seeking prices for good or services from a few short listed supplier but notices for tenders are normally advertised in newspapers and other sources of public media in order to invite response from a much large number of suppliers. The specification of goods and services are given in the tender notice.

Q. 32. What are the goals of bad news letter?

Ans. Bad news letters are those which contains a bad or sad message. It may be rejection of a loan application, denial of promotion etc. Here are the goals to writing bad news letter:

- (1) **Acceptance :** Reader understands and accepts bad news, Indirect pattern helps.

- (2) **Positive Image** : Promote good images of yourself and company be ethical.
- (3) **Message clarity** : Make messages so clear that additional correspondence is not necessary.
- (4) **Protection** : It should avoid creating legal problems.
- (5) **Defamation of character** : Don't call people names in a 'published' document.
- (6) Avoid statement that could be misinterpreted.
- (7) Avoid data that could be misused.

Q. 33. Write Merits of Memo.

Ans. Advantages of memo are given as follows :

- (1) **Brief** : It is the no-frills communication. It includes nothing except the message in its simplest form.
- (2) **Convenient** : The chief notations at the top give details about the addressee, the writer, the subject and the date. The memo number is also there. Major area on the page is left free for the message, which can be typed, or hand written.
- (3) **Inexpensive** : Since it is for use within the organisation, no expensive stationery need to be used for it. If computer facilities are available, computer memos on the monitor would be still cheaper.
- (4) **Future Reference** : Depending upon its importance, a memo can be destroyed after being read, or filed or stored on computer disc for future reference.

Q. 34. Write demerits of Memo.

Ans. There are few limitations or Disadvantages memos they are:

- (1) **Limited Applications** : It is not widely used means of communication. Memorandum is mainly used in business firms. It maintains communication only among the employees of the same firm regardless of distance.
- (2) **Time Consuming** : It takes time to be sent to a distant branch or office.
- (3) **Expensive** : As usually a memo is pre-printed form, it is expensive than other means. Sometimes huge printed memos remain unused.

- (4) **Lack of Formality** : It provides only informal communication.
- (5) **Lack of Explanation** : Memo is written in a short form. So the meaning of it may not be cleared to the reader.
- (6) **Less important to the Reader** : As it is an informal means of communication, it can be less important to the reader.
- (7) **Not Suitable for Uneducated People** : Office memo is a one kind of written communication. So illiterate people are not able to read and understand it.

Q. 35. Explain characteristics of sales letter.

Ans. A sales letter is a piece of direct mail which is designed to persuade the reader to purchase a particular product or service in the absence of a salesman.

Here are important characteristics of a sales letter :

- (1) 'Less is more' means write less but get more results. The quicker you can get your point across the better. Efficient writing suggests efficient service.
- (2) A single specific impressive proposition works better than trying to offer many things.
- (3) The visual presentation, font and language must be very easy to read.
- (4) New and unique are more eye catching than something that is no different to what others offer.
- (5) The proposition must be credible and believable.
- (6) Style and tone of the letter must appeal to style and tone of reader.

UNIT- III

Q. 36 Explain the characteristics of report.

Ans. Report is a part of the administrative activities. And report writing is the presentation of one's findings in an informative and clear manner.

Here are the characteristics of a good report:

- (1) **Brief** : Report should be brief. No lengthy descriptions of facts should be included in the report.
- (2) **Relevant or Applicable** : Report should be based on the facts of any problem, activity or situation.

- (3) **Clear** : A report should be clear in contents. No ambiguity or explanation must be there in a report. It must include an analysis on evaluation of facts.
- (4) **Style** : Reports should be displayed in attractive style. The purpose of the report, conclusions and recommendations must be clearly stated. The overall physical appearance of the report should be such that it can create impression on the reader.

Q. 37. What are the features of a good report?

Ans. A good report is :

- (1) Precise and brief
- (2) Reader oriented
- (3) Factual
- (4) Objective and homogenous
- (5) Unambiguous and accurate
- (6) Relevant
- (7) Detailed and documented.

Q. 38. Write objectives of Reports.

Ans. Some important purposes of reports are:

- (1) To present a record of accomplished work
- (2) Record an experiment
- (3) Record research of findings or technical specifications,
- (4) Document schedules, time tables and milestone,
- (5) Record and clarify complex information
- (6) Present organized information.

Q. 39. Explain the types of reports.

Ans. Reports can be classified into two categories :

- (1) Formal reports
 - (2) Informal reports
- (1) **Formal reports** : They are written to convey information and routine matters in an organisation.
- (2) **Informal reports**: They deal with facts and figures in a formal format. The dates and facts of the report are based on intense research and these facts are tabulated in the report without suggesting any conclusion and recommendation.

Formal reports are generally of three types :

- (a) Periodic Report
- (b) Interpretive Report
- (c) Informative Report

- (a) **Periodic Report** : The annual confidential report of the employee in an organisation.
- (b) **Interpretive Report** : It analysis, scrutinizes and evaluates a given fact.
- (c) **Informative Report** : It deals with fact and figures in a formal format.

Informal report is also divided into many embodiments

- (a) Progress report
- (b) Sales activity report
- (c) Personal evaluation
- (d) Financial report
- (e) Feasibility report
- (f) Literature review
- (g) Credit report.

Q. 40. What is Abstract of a Report?

Ans. An abstract gives the essence of the report. In business reports it is known as synopsis. The length of an abstract is generally 2 to 5 percent of the report. If the report is less than ten pages it does not require either an abstract or a summary. A report of 10-50 pages should have an abstract.

Q. 41. What is a news paper report and how it differs from other reports?

Ans. News paper report is almost same as an editorial report. A correspondent sub editor or a columnist of a news paper prepares a write up. We do not begin the write up with any address or salutation. The discussion of the subject matter starts right from the first sentence.

Q. 42. Write a report on the College Annual Function.

Ans. The Annual Function of our college was celebrated on 22 november 2017. It is a week long affair where cultural and literary activities like Mehndi competition, Flower decoration, Debate competition, Poetry recitation etc. all organised faculty wise. The District Collector was the chief guest of the prize giving function. The chief guest awarded medals to the winners in games, cultural and literary activities. The principal of the college read the annual report of the college and thanked the chief guest and all the dignitaries present in the function.

Q. 43. Write a report of a visit to a historical place.

Ans. Last year in 2017 in the month of January the students of our college visited the famous Taj Mahal in Agra. Taj Mahal is a beautiful historical monument built by Shah Jahan in the memory of his beloved wife Mumtaz Mahal. It is an impeccable white structure of marble with beautiful and intricate carvings and engravings on its walls from certain passages from Kuran. The Taj Mahal has beautiful facing gardens with lots of fountains, trees and flowers. The place is alliving paradise'. Thousands of people from India and abroad visit the Taj Mahal to admire the monument of love and art. The visit to Taj Mahal was very fruitful and entertaining.

Q. 44 How can you decide whether the report is formal and Informal?

Ans. The nature and format decide if the report is formal or informal. A formal report is the result of proper survey and investigation and is presented in a prescribed format. It is prepared as per the requirement of the organization.

Q. 45. How do you prepare an outline or framework of report?

Ans. An outline is a mechanical framework into which the information collected for the report can be filled in bits and pieces. Cover page serves as a quick reference to the readers to know the topic and the author of the report.

Q. 46. Explain drafting the report.

Ans. Here are some principles of drafting a report :

- (1) **Purpose** : Each and every report must have a clear and specific purpose.
- (2) **Clarity** : A report should be written in a simple language.
- (3) **Relevancy** : The report should be brief and relevant to purpose, it is difficult to write and analysis the report including unnecessary matter.
- (4) **Cost** : The cost of a report should always be less than the benefit.

Q. 47. Report to the principal for providing sports facilities in your college.

Ans. The Principal

Government College

Gangapur City

Respected Sir,

I wish to draw your kind attention to the lack of proper facilities for sports and games in our college. Only a few students take part in sports while majority of them have no opportunity to develop their sports and cannot learn qualities of team spirit, leadership, confidence and initiative, so required of a sportsman.

I, therefore suggest that games must be made mandatory for all students. All the students should be motivated into sports. Annual sports day should also be celebrated every year. I hope you will give a thoughtful consideration to these suggestions.

Yours obediently

Mohit Kumar

Q. 48. Write Informal reports in the form of letters.

Topic : Informal Letter to the Chairman of Municipal Corporation complaining about the pollution problems in the locality.

Ans.

Jaipur

April 8, 2018

To

The Chairman

Municipal Corporation Jaipur

Dear Sir,

I am the resident of Chitrakut Colony, Jaipur. Some vehicles frequently come in our locality and take this short cut route to the main market, so this causes pollution in our locality. Children play on the road. There may be an accident some day. The vehicles can reach to the main market by the other road though it is a little longer.

Kindly look into the matter personally and instruct the traffic inspector to put barricades in the locality so that the vehicles may not cause pollution in our locality.

Yours faithfully,

Prem Gupta

Member of the Local Youth Association

Chitrakoot, Jaipur

Q. 49. What is modal? Explain any five modals with examples.

Ans. Modal means relating to mode or manner is closely associated with what is normally meant by mood. They are also known as modal auxiliaries. Modal verbs are used with other verbs

to express possibility, permission, obligation etc. Can, could, shall, should, will, would, may, might, must, ought to, need, dare and used to are called modal auxiliaries because they are used to form certain mood from which English has no verb forms. Modals are not used in ing form. They exist only in the same form. They cannot be used independently.

1 Can :

Used to show ability, permission, possibility such as—

- (1) I can lift his heavy purse.
- (2) Can I go to have milk?
- (3) My aunt can come today to meet me.

2. May :

Used for asking or giving formal permission, deny permission, to express weak possibility, to express concessions, such as

- (1) May I take your pencil
- (2) You may not close the gate.
- (3) You may get stuck due to heavy rains.
- (4) He may consume alcohol but never lose control.

3. Will :

- (1) Will you stand here please? (Polite request)
- (2) I will give you a gift if you get first. (Promise)

4. Should :

- (1) We should always speak truth, (obligation)
- (2) She should get here soon, she left the house at 8 o'clock (probability)

5. Must :

- (1) She must go now. (necessity)
- (2) I must have my pen back. (Determination)

Q. 50. What is subject verb concord? Explain with example.

Ans. The subject and verb are the main in a sentence. And both of them must agree in number. Both must be singular or both must be plural.

Rules:

- (1) When these following words are used as subjects, they take singular verb.

Everybody, anybody, somebody, nobody, each etc.
Everybody knows the answer.

- (2) When each and every come before a singular subject joined by and, the verb is singular.
eg: Each student and teacher was aware of the difficulty.

UNIT-IV

Q. 51. Explain the characteristics of oral communication.

Ans. These helps us to take decision as to which form of communication to use in any situation.

- (1) **Follow up :** It is a one off exercise means it is not repeated and there is no written record to it.
- (2) **Day-to-day language :** The day-to-day conversational language is most effective.
- (3) **Presence of both :** It forms a direct link between sender and reciever. Both are present when oral communication takes place.
- (4) **Fast :** Since the reaction is immediate, oral communication is quicker and faster.
- (5) **Understanding :** It provides an immediate opportunity to explain or clarify what is being said at the time so that one can confirm that one's audiences has understood one's message.
- (6) **Communication principles :** Accuracy, brevity and clarity are three principles of communication.
- (7) **Sequencing :** The right sequence for effective oral communication is—
 - (i) Introducing the subject
 - (ii) Developing the argument or logic
 - (iii) Arriving at the conclusion
 - (iv) Calling for action
 - (iv) Feedback from listeners.

Q. 52. What is role of appearance in communication?

Ans. Appearance deals with the communication role played by a person's looks or physical appearance.

It deals with physical aspects of body shape, hair colour and skin tone as well as grooming, dress and use of body enhancement. Appearance speaks the personality views, dignity of a person.

Q. 53. Define the signs-Icon, Index and symbol.

Ans. An icon is a sign that resembles its referent object. For

example, a photo identification is an icon of the person identified on the card.

An index is a sign that has causal relationship with its referent that is with some physical or presumed connection. For example, smoke is an index or indicator of the presence of fire.

A symbol is a sign that is created arbitrarily with no specific relationship to its reference.

Q. 54. "Group discussion is very important form of oral communication". Explain it. Write the importance of group discussion.

Ans. A group of trainees is assigned a problem much in advance together with necessary reference of books to be consulted. The group prepares a paper for discussion. The leader of the group discusses the problem and the rest of the trainees can contribute some ideas during the course of discussion which is controlled by the leader of the class. In that case the chairman of the group shall act as a group leader. Most of the time the attitude of the leader is passive and most of the discussion is made by group members.

Q. 55. Write functions of silence.

Ans. Silence works for following purposes :

- (1) It allows the speaker time to think
- (2) It isolates oneself
- (3) It hurts someone
- (4) It communicates emotions.

Q. 56. How can anybody communicate in silence?

Ans. We do communicate with the help of silence. Sometimes we are so over pressured by emotions that we are not able to speak. Our silence speaks of our strong feelings. There are certainly many occasions when silence is more eloquent than words.

Q. 57. Explain the characteristics of an interview.

Ans. Interviews are one of the most important methods used to collect information and present views to readers, listeners or viewers. Here are some characteristics of an interview:

- (1) **More than one participants :** There should be at least two participants, interviewee and interviewer.
- (2) **Exchange of ideas :** An interview is a running process of getting idea from each other.

- (3) **A Formal meeting** : An interview is a formal meeting, the purpose of which is to exchange views between two persons.
- (4) **Process of testing** : An interview is a process of checking the Interviewee's character, education, experience, talent, interest, behaviour.
- (5) **A definite purpose** : An interview is held per need of situation A definite purpose is made before arranging an interview.
- (6) **Pre-arrangements** : Almost every interview is pre-arranged.
- (7) **Preparations** : Sufficient preparation is an important ingredient of an interview.

Q. 58. What should a candidate know about his prospective employer.

Ans. A candidate must know about-

- (1) Age of company
- (2) Services of products
- (3) Competitors
- (4) Growth pattern
- (5) Reputation/where it stands in the industry
- (6) Divisions and sub-divisions
- (7) Sales/assets/earnings
- (8) On going projects
- (9) Mission/culture/values.

Q. 59. What are the probable questions that you can ask the interviewer?

Ans.

- (1) Whom will I report to?
- (2) Whom will I be working with?
- (3) What training opportunities are there?
- (4) What promotional prospects are there?
- (5) When you will be making a final decision?

Q. 60. Explain the role of interview.

Ans. Following are the role of interview:

- (1) **Selection Decision** : Based on the information of the candidates and the performance of the candidates at the interview.

- (2) **Training** : Interview facilitates training to the selected candidates.
- (3) **Placement** : Interview facilitates proper placement of candidate at the right place of work.
- (4) **Promotion** : Interview are conducted not only for selection but also for promotion of existing employees at higher levels.
- (5) **Cross check Application Blank** : Interview helps to cross check the information supplied on the application blank.
- (6) **Acceptance of job offer** : Candidates can decide about the job offer.
- (7) **New insights** : The interviewee can gain new insights in certain areas of business.

Q. 61. Explain the essential of interview.

Ans. Following are the essential of interview:

- (1) **Arriving at the interview** : Punctuality is key to making a lasting impression. You should not need to be nervous. Be confident.
- (2) **During the interview** : Don't be in a rush to answer the questions. Think about what you are going to say and how you are going to say it. Have some depth to your answer and show how your contribution benefited your previous employee.
- (3) **End of the Interview** : You will always be encouraged to ask questions at the end of the interview. Always have one or two questions ready to ask like why the position is available, if there are second interviews etc. Also ask when a decision will be made and a timeline of when to be notified of their decision.

Q. 62. Write down five question generally asked in interview.

Ans. Q.1. Do you think the extra curricular activities helped you in pursuing your target?

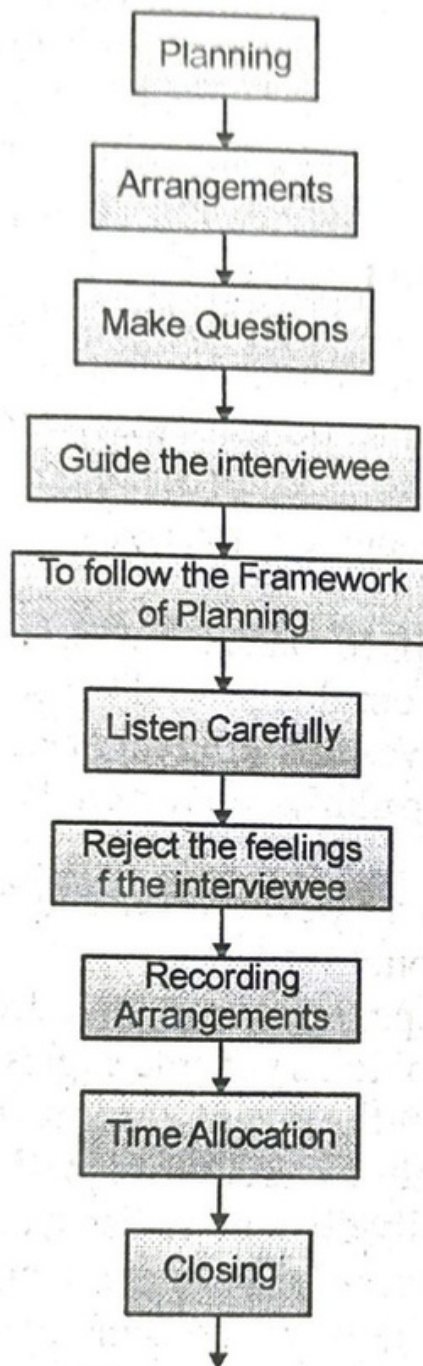
Q.2. Do you prefer team spirit or alone working?

Q.3. Why do you want to join our organisation?

Q.4. Do you think the educational and economical standard of a family affects a candidate's success?

Q.5. What is your expected salary?

Q. 63. Draw a figure of process of conducting an interview.
Ans. Process of conducting an interview—



Q. 64. How can you develop listening skills?

Ans. Good listener are made, not born.

- (1) If your emotions are high give them up.
- (2) Denote time and effort to try to understand what the speaker is speaking.
- (3) Maintain an open minded attitude.
- (4) Maintain eye contact.

Q. 65. How listening actually is vital to oral communication?

Ans. In a conversation both the speaker and the listener have to listen simultaneously to each other for the communication to be effective. The speaker has to listen not only to any verbal responses but also to the non verbal symbol or signs that the listener displays. Based on that the speaker has to determine from moment to moment what to say and what non-verbal signs to display with the words.

Q. 66. Write down importance of listening.

Ans. Listening is an art that requires work, self-discipline and skill. Listening is the ability to accurately receive and interpret messages in the communication process. Here are some importance of listening:

- (1) Listening promotes awareness about the organisation where you are working.
- (2) Listening helps to make better organisational policies for the benefit of employees and the organisation.
- (3) Listening solves the problem of employees and improve good relationship between the workers and the management.
- (4) Listening is important for the success of two way communication.
- (5) Listening helps to spot sensitive areas and find solutions before the problems become explosive.

Q. 67. "There is the great importance of environment for listening." Explain the sentence with example.

Ans. It can be really difficult to listen to another person when TV is screaming, your phone [mobile call, message tone, whatsapp tone] is buzzing and there are thousands of cars passing by. So a suitable environment is needed for the effective listening. Distractions can cause a barrier in the effective listening process. Some of the environmental distractions are as follows:

- (1) The turnout of the seat is poor and uncomfortable.
- (2) Chatting with the next person.
- (3) Extreme hot and cold conditions at the venue.
- (4) Odd time of presentation.
- (5) Disturbing doors, windows and fans.
- (6) Noise outside the venue.
- (7) Poor ventilation and light.

Q. 68. What are the objectives of effective listening?

Ans. Effective listening is useful in various ways. The main objectives of effective listening are as follows :

- (1) **To increase activity :** It removes passiveness of a person and increases activeness in him.
- (2) **To get better result :** Production is getting increased in modern age. The workers are getting interacted.
- (3) **To make good policy :** Better policies and decisions are made through it.
- (4) **To fulfill the purpose :** The purpose of any function for which it is being held can't be completed without effective listening.
- (5) **To get real meaning of messages :** The audience may take the message in wrong way if they are not good listeners.
- (6) **To innovate the ideas of a person :** Effective listening has innovative power. It is helpful in changing their ideas according to the need of time.
- (7) **To persuade the listeners :** It surely persuade the listeners. It helps to encourage the people and serve them confidence.
- (8) **To make good relationship :** It creates harmonious relationship between workers and management members.

UNIT-V

Q. 69. Write the importance of cover letter?

Ans. Cover letter is the most important part of a job application. It is the uttermost part of a job application. In today's life all employer's are busy so the cover letter needs to be concise.

- (1) Customise your cover letter so it is relevant to the employer and the job.
- (2) Focus on what the employer wants to know, not what you want from them.
- (3) Try to convince them that you can do the job, that you will do a great job, you will fit in and be an asset to their organisation.
- (4) Make sure you include your contact details.
- (5) Keep your letter no longer than one page.

Q. 70. Write characteristics of a good job application letter.

Ans. Following are characteristics of a good job application letter:

- (1) Clearly outline applicable skills and achievements.
- (2) Be positive in content, tone, word choice and expectations.
- (3) Show the confidence, assertiveness desire to learn and to take initiative.
- (4) Show the ability of managing multiple priorities.
- (5) Free from inappropriate language.

Q. 71. Explain the types of job application forms.

Ans. Employment application forms come in a variety of designs, most of them fall into a one of a few categories.

- (1) **Basic :** The most basic employment application form consists of only one or two pages of standard questions. First, the form asks for our personal and contact information such as name, date of birth, Id, address and cell number. All forms require our signature certifying that the information we have provided is accurate.
- (2) **Tests :** Some paper job application may include basic test questions in subjects like maths or reasoning. After providing our information and history, the automated application will direct us to a final testing portion.
- (3) **Detailed :** These detailed applications include the basic application questions, they also collect more job-relevant information. Depending on the type of job, detailed application forms might ask for more job related information.
- (4) **Electronics :** Many job applications, particularly for large companies or big corporate must be completed online or through a computer terminal.

Q. 72. Define resume. Write the suggestive components of Resume.

Ans. A resume is the primary document used to evaluate qualifications in many government agencies or private companies for jobs. So a resume is not just for employment, but for the entire career development process. Students need a reason for scholarship applications. As time passes, the basic resume is to be revised keeping account for the changes in one's history. Though the resume is

typically a rather formal channel, some creativity and flare may be added. This will be more important if the position falls into the creative realms.

Here are some suggestive components of resume :

1. Heading
2. Availability date
3. Objectives
4. Education
5. Experience
6. Achievements and activities
7. Honours and awards
8. Professional memberships
9. Hobbies and interests
10. Licenses and special skills
11. Desired action
12. Personal information
13. References

Q. 73. Differentiate between Resume and C.V.

Ans. Difference between Resume and C.V.

Resume	Curriculum vital
Resume is one to two page document describing your experience and other qualifications for a specific occupational area. Its contents are clear concise.	CV is detailed overview of your life's accomplishment. It is an extensive and detailed document that presents academic and professional credentials.

Q. 74. What is the role of distribution of time during a presentation?

Ans. Project presentation is for explaining your project, both the product and the process, to the audiences. It gives audiences a chance to clear up doubts by asking questions on the spot. A good speaker respects the clock by narrowing down or adjusting his presentation to keep himself restricted within the framework of the time available. He knows that it is better to have an audience still interested and wanting to know more after a short and fully used period, then to have them tired and disinterested after a talk that has been unnecessarily stretched long. It is also good to know the schedule of presentation well in advance. This will help the speaker to probably find that he will overrun or underrun the time schedule.

So, he should change the structure of his presentation to conform within the allocated time.

Q. 75. How you will approach to deliver an effective presentation?

Ans. To deliver an effective presentation :

1. Prepare a presentation using a simple but highly effective format.
2. Slides should be simple, concise and result oriented.
3. Capture the audience attention
4. Use the appropriate pace, tune and pitch of voice to create enthusiasm and interest in the audience.
5. Use body language and movement that is effective and not distracting to the audience.
6. Interact with the audience.
7. Personalize a presentation to address the costumers need and objectives.
8. Manage question and answer sessions.
9. Use best usual aids to support the presentation.

Q. 76. Explain the term summing up in a presentation.

Ans. Basically summing up comes in the parts of summary and conclusion. It covers in main points. This is the important part of presentation which includes suggestion also. You can start summary session saying these:

- (1) I'd like to summarize/sum up...
- (2) At this stage I would like to run through over the main points...
- (3) So, we have seen today...
- (4) As I have tried to explain this morning BT finds itself in...

The message which he wants to leave with the audience is recapsulated here. He must be clear about his objectives and he must also ensure that the reasons for giving the presentation were accomplished. He should summarize the main points. He must also pull together all loose ends. They must be stretched so that his argument may lead to his required conclusion. The presentation is ended on a high note and thanks to audience for listening, even if they were coerced into attending.

Q. 77. Explain the features of a chart.

Ans. Chart is a graphical representation of the given data.

Here are some features of the chart.

- (1) The data in a chart is represented graphically, since humans are generally able to infer meaning from pictures than from text.
- (2) One of the most important uses of text in a graph is title. A graph's title usually appear above the main graphic.
- (3) Dimension in the data are often displayed on axes. If a horizontal and a vertical axis are used, they are usually referred to as the x-axis and y-axis respectively.
- (4) It creates a first impression in your reader's mind of both you and your business.

Q. 78. Define executive summary. Write the features of executive summary.

Ans. Executive summary is also known as a management summary. It is a short document or section of a document, produced for business purpose. It summarizes the key points of a document for its readers saving them time and preparing them for the upcoming content. Here are the features of executive summary:

- (1) It is a critical part of business plan where it serves the same purpose as in any other document.
- (2) If it doesn't capture the reader's attention, the business plan will be set aside unread.
- (3) It is an overview of the entire plan, it always comes in last.
- (4) It is not a preface.
- (5) It is not a random collection of highlights.
- (6) The executive summary should stand alone almost as a kind of business plan within the business plan.
- (7) It should be logical, clear, interesting and exciting. A reader should be able to read through it in four to five minutes and understand what makes your business trick.

Q. 79. What are the main types of presentations?

Ans. There are mainly three types of presentations :

- (1) **Informative** : The audience learn about a new subject or know new information about a familiar subject.
- (2) **Persuasive** : Intended to change the audiences attitude or behaviour
- (3) **Entertaining** : Simply try to gain and keep the audience's attention.

Q. 80. List out the purposes of visual aids used in a presentation.

Ans. Purposes of visual aids—

- (1) They back up a presentation
- (2) To keep the audiences attention.
- (3) To reinforce the understanding.
- (4) To communicate special concepts.
- (5) To highlight specific points.
- (6) To provide notes and headings.

Q. 81. Write the content of executive summary.

Ans. Each and every executive summary should include the following content:

- (1) **The concept and opportunity :** It should immediately grab the attention of your reader. This is often best achieved by explaining why your business is different or unique.
- (2) **The product or service Description :** Describe your product or service in terms of its benefit to your potential customers like How does it work? What is it used for? Where is it sold?
- (3) **The market :** There can be some questions, Who is your customer? How large is your market? Who are the competitors? Why are you better? Do not ever try to avoid the fact that you have competitors.

Q. 82. Write some tips for handling questions and Answers at presentation.

Ans.

- (1) Make sure review the basic theory or concept.
- (2) Be sure to finish with time recently.
- (3) Questions are great opportunity for getting feedback, generating ideas etc.
- (4) Listen carefully to each question do not begin answering until the question is finished.
- (5) Take a few seconds to think before you begin your response. If you don't understand the question, rehearse and confirm it.
- (6) Don't be nervous if you do not know the answer, never bluff. Simply say "I don't know". You are not supposed to know everything.

- (7) Be polite and friendly.
- (8) Don't be shy about speculation.
- (9) Keep your answer short and to the point so that others can ask more questions.

Q. 83. Write some helpful tips for delivering your presentation.

Ans. Dress accordingly and avoid inappropriate manners.

- (1) Talk with your audience. Do not read.
- (2) Do not ever read your presentation from your notes; use notes only as a prompt.
- (3) Do not read slides verbally.
- (4) Maintain eye contact with the audience.
- (5) Talk beside the screen with a points.
- (6) Do not stand beside the overhead projector or computer.
- (7) Do not point to the overhead slide on the projector. Do not use a sheet of paper to cover part of the transparency if using overheads.
- (8) Stress your main point.
- (9) Modulate your voice, pitch, volume.
- (10) Avoid paragon, slang or fill in words.
- (11) Don't sound self important.

Q. 84. Provide guidelines to the visual aids.

Ans. Visual aids are often used to help and audiences of informative and persuasive speeches to understand the topic being presented.

Here are the guidelines for using visual aids :

- (1) Use them only if necessary.
- (2) Make them large enough.
- (3) Make it simple.
- (4) Introduce beforehand.
- (5) Show only when ready.
- (6) Put out of sight when finished.
- (7) Speak to the audience, not the visual.
- (8) Don't let visual dominate the speech,
- (9) Be careful of visual aids that require cords (wires).
- (10) Equations and formulas show reaction, differences in the structure, reaction mechanism etc.

Long Answer Type Questions

UNIT-I

Q. 1. Write the importance of communication.

Ans. Importance of Communication—For social business, academics or technical among all the fields communications play a great role. Its importance lies everywhere and in everyfield. It is necessary :

- (1) To exchange ideas, reveal our thoughts and express our feelings and emotions.
- (2) Internal communication boots team spirit and effectiveness. Clear, honest, open and effective communication between senior employees and junior employees develop trust, clear understanding of goal and targets and help to build human relationships where people get to know and work with each others strength and weakness.
- (3) External communication is important to address various government agencies, department, traders, vendors, service, providers, media, customers banks, other companies as it helps to carry out normal business activities, solve day to day business problems, develop good will, gain information and generate resources.
- (4) Effective communication leads to success Top managers need to have excellent writing and verbal skills in order to manage terms and make decision.
- (5) Main office work depends upon communication. Companies functional area such as sales, production, marketing, finance, accounts, HR etc. all work on communication. A wrong decision made independently by one department can have an adverse impact on other department.
- (6) Technical communication is useful for engineers, industrialist, research workers etc. In science and industry technical communication refers to transmission of facts, figures, ideas and all sort of scientific and technical information from one individual to another.

- (7) Communication plays an important role in civilization also. In order to be successful in any profession one needs effective technical communication because-
- (i) it makes professional interaction possible. It directs the flow of technical information and knowledge for guidance of technocrat engineers and other professionals.
 - (ii) Stimulates scientist and researches act in order to achieve individual as well as social and organizational objectives and develop information and understanding.
 - (iii) Ensures free exchange of information and ideas, promotes scientific tempo and maintenance of professional relations.

Q. 2. Describe the advantages and disadvantages of communication.

Ans. Advantages of Communication—Basic advantages of communication are as follows:

- (1) **Speed / Time**—Money can be saved because it's much quicker to move information around. We can now correspond with anyone around the globe by simply text messaging them, or sending them an e-mail, for an almost instantaneous response.
The wide availability of the internet has also opened up face-to-face direct communication from nearly anywhere in the world, through video-conferencing, social networking websites, Skype etc. Online communication can bring our families / friends together across distances.
- (2) **Cost Effectiveness**—At present time the technologies are too vast that the communication cost using various source like email, communicating sites, phone calls are too much cheaper across even two different countries.
- (3) **Greater Availability**—Communication has made it possible for businesses to be automated giving clients access to a website or voicemail 24 hours a day, 7 days a week. This means that a business can be open anytime, anywhere, giving a customer the capability to make a purchase from different countries thus making it easier

and more convenient. It also means that you can have your goods delivered right to your doorstep from places that you would never have had access to before.

- (4) **Globalization**—Globalization means that we can not only share information quickly and efficiently, but we can also bring down barriers of linguistic and geographic boundaries. The world has developed into a global village due to the help of information technology, allowing countries like Ireland and countries like China who are not only separated by distance but also by language to share ideas and information with each other.
- (5) **Education**—Computer's along with their programs and the Internet have created educational opportunities not available to previous generations. Information is freely available to any and all with an internet connection.
- (6) **Bridging the Cultural Gap**—Greater access to technology has helped to bridge the cultural gap by helping people from different cultures to communicate with one another, and allow for the exchange of views and ideas, thus increasing awareness.
- (7) **Creation of New Jobs**—The best advantage of ICT (Information and communication technology) has been the creation of new and interesting jobs. Computer programmers, systems analysts, hardware and software developers, and Web designers are just some of the many new employment opportunities created with the help of ICT.

Disadvantages of Communication—

- (1) **Unemployment**—Replace "advances in technology" for "increased productivity" and the primary change from a labour-intensive to a technology-enabled economy can be explained. While information technology may have introduced the business process, it has also created job redundancies, downsizing, and outsourcing. ICT can make someone more efficient at their job; a company can therefore employ less people to complete that job.
- (2) **Overriding Cultures**—While ICT may have made the world a global village, it has also contributed to one culture

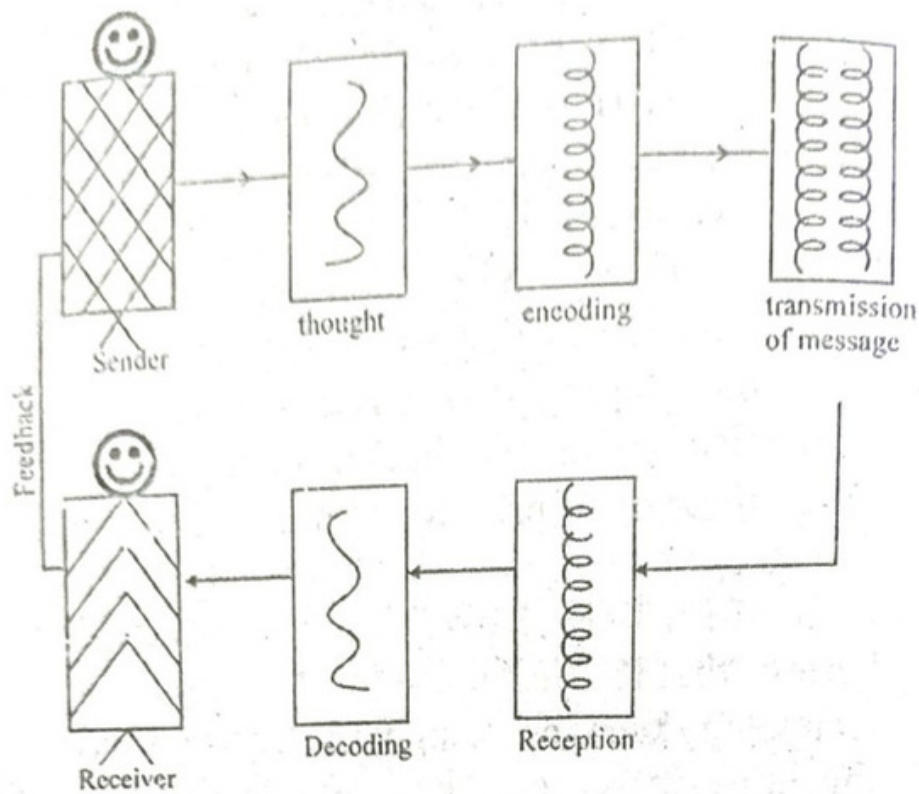
consuming another weaker one. For example, it is now argued that teenagers in the US influence how most young teenagers all over the world now act, dress, and behave. Languages too have become overshadowed, with English becoming the primary mode of communication for business and everything else.

- (3) **Privacy**—Though information technology may have made communication quicker, easier, and more convenient, it has also brought along privacy issues. From cell phone signal interceptions to e-mail hacking, people are now worried about their once private information becoming public knowledge.
- (4) **Lack of Job Security**—Experts in a wide variety of fields believe that ICT has made job security a big issue, since technology keeps on changing nearly every day. This means that individuals need to be constantly studying, updating or at least keeping up with changes in their profession, if they want to feel secure in their jobs to be secure.
- (5) **Reliability of Information**—Anyone with access to a computer and an internet connection Internet can start a blog or post something up on a website, so just because something's on the web doesn't mean it's reliable. There is also risks attached to the unknown / hidden elements on the internet (you don't necessarily know who you are talking to).
- (6) **Other**—Computer viruses, worms, Trojans, malware, spam, phishing- any or all can cause chaos and disrupt our daily lives.

Q. 3. Describe the process of communication.

Ans. The entire process of communication requires five steps :

- (1) thoughts (feelings), encoding the message.
- (2) transmission of message
- (3) reception
- (4) de-coding of message
- (5) feedback



Thoughts : Communication begins with the thought. This thought is the content and the basis of the message.

Encoding : The thought is converted into a form which can be understood by a receiver via encoding.

Transmission of message : The encoded message passes through a channel or medium.

Reception : The transmitted message is received by a receiver.

Decoding : The received message is converted into a readable or understandable material or text via decoding. This leads to understand the message.

Feedback : By this receiver communicates back that he has received the message. This indicates whether the process of communication has been completed or not.

Q. 4. (i) Define communication barrier. Give some suggestions for removing them.

(ii) Explain the advantages and disadvantages of informal communication.

Ans. (i) Circumstances of Communication Barriers—

(1) Relation between sender & receiver : If the relation between sender or receiver is not friendly or if some

emotional barriers is blocking the expression of ideas or if the sender is not clear about the subject matter, in this situation barriers will be created.

- (2) **Lack of Vocabulary** : If the sender is unable to find the right words while drafting a message then communication will not be effective.
- (3) **Prejudice** : If the sender or the receiver is prejudice, a big communication barrier will be created.
- (4) **Background** : When a message given is not-specific then the background facts affect its meaning. If negative message have been received if the past and positive message is received then it will arouse surprise.

Suggestions for Removing Communication Barriers—The success and effectiveness of communication does not just depend on the exchange of information, ideas and facts but its effect on the receiver should also be studied. If the message fulfils the purpose that it was intended to fulfill then it will assumed that all the communication barriers have been removed. The following suggestions are significant to remove communication barriers:

- (1) **Continuous Communication** : To get full benefit from the exchange of ideas it is necessary that there is continuous communication between the related parties so that there is no break in communication.
- (2) **Co-operation** : Proper coordination and co-operation between the sender and receiver are necessary for good communication. For this it is necessary that the personalities of the workers are respected. Decisions should be taken after a lot of thinking keeping in mind all the factors.
- (3) **Adequate Size of Scalar Chain** : The scalar chain should be just long enough so or not to create barriers in communication.
- (4) **Use of Seven C's** : The seven C's should be used to remove the communication barriers. There should be completeness, clarity, consideration, courtesy, concreteness, conciseness and correctness in the message.
- (5) **Ideal Behaviour** : For effective communication it is necessary that the senior officers have the behaviour that

is expected of the subordinates. First they should set an example. For example, if the officers were on time, the workers too will come on time.

- (6) **Trust** : Senior officers should trust their subordinates and both parties should hold discussions so that there are communication barriers.
- (7) **Meaningful, Clear and Brief Message** : The success of communication depends largely on the fact that the message is meaningful, clear and brief. The message can be clear only when the sender himself has complete knowledge of the message.
- (8) **Good-working Conditions** : If there are good working conditions in an organization then the workers will be happy and work better. As a result communication barriers will be removed.

(ii) **Advantages of informal communication**—Informal communication is free from maintaining rules and regulations, procedures and others. Such communication bears low cost than formal communication. Although informal communication does not follow any set rules or principles but it offers some advantages which are as follows:

- (1) **Alternative System** : There are some message which can not be sent through formal way and therefore requires some alternative. Such alternative can be informal communication.
- (2) **Interpretation** : Message sent to subordinates requires explanation or interpretation and informal communication is the valuable means here.
- (3) **Measuring Reaction** : Before releasing any new information, management want to know the reaction of employees. In such a case, informal communication can be valuable in measuring the reaction of employees before any information is conveyed through formal channels.
- (4) **Transmission** : Information flows quickly through informal channels, Management may take advantage to send or receive the message of urgent nature through such network.

- (5) **Improving Relations** : Any created between management and the labour can be settled through informal communication. Cooperation and co-ordination can be established through harmonious relationship between management and labour. Such relationship is only possible through informal communication. And as an informal system, grapevine may gives this opportunity too.
- (6) **Providing Recommendations** : Subordinates feel free to provide management with their suggestions and recommendations on different job related issues like work methods, procedures and conditions etc.
- (7) **Provide Emotional Relief** : For different reasons, some employees may become emotional which can't be removed through formal communication. But informal communication acts as a safety measure to provide emotional relief and therefore helps in concentration to job.
- (8) **Solution to Problems** : With the help of informal communication, the manasement is able to know problems, conflicts and complaints and the like. Therefore management can take necessary action timely and effectively.
- (9) **To Present Grievances** : Employees can't make any complaint to superiors through formal communication. But informal communication gives the employees a better opportunity to raise their complaints, grievances or claim. Sometimes, in this way, as an informal communication system, grapevine effects much.
- (10) **Increase Efficiency** : Employees can freely exchange their opinions in terms of informal communication. They can ask any question without any hesitation. Thus a cordial communication environment is created to increase the efficiency of employees.
- (11) **Job Satisfaction** : One of best advantages of informal communication is that it helps also to increase the level of job satisfaction in the mind of workers indirectly. But it really works.

For the above reasons, Informal communication is said to be popular and used side-by-side with formal communication in any organization.

Disadvantages of Informal Communication—The disadvantages of informal communication are as follows:

(1) **Distort meaning** : Something the meaning and the subject matter of the information is distorted in this system.

(2) **Spread rumor** : In this system, the miss-information or rumor spread rapidly. The original information may be transformed to wrong information.

(3) **Misunderstanding** : Under this system, generally, the employees do not obey the formal authorization system. So it creates the opportunity to develop misunderstanding.

(4) **Maintaining secrecy is impossible** : In informal communication system maximum communication is made by open discussion. So it is impossible to maintain the secrecy of the information.

(5) **Difficulty in controlling** : Under informal communication system no established rules or policy is obeyed. So it is very much difficult to control the information.

(6) **Non-cooperation** : Informal communication system sometimes develops the adversary culture among the employees. So they are not to be cooperative with each other and their efficiency may be reduced.

(7) **Others** : Providing partial information. Not reliable. No documentary evidence. Damaging discipline. Contradicting to formal information etc.

Q. 5. (i) What is the role of English language in communication?

(ii) What are the requirements of a good speech?

Ans. (i) Role of English language in communication—Any language whether it is English or any other serves as the medium through which communication happens. Words are vehicles on which our thoughts sit and travel from one sender to receiver. Hence language plays the role of a medium in the process of communication.

English language is used by the vast majority population. Besides English language has following because of which it serves an important tool of communication.

(1) Language is man made. In fact human beings find meanings as per the need and modify these meanings according to changing needs.

- (2) Language has restrictions but can be supplemented. Many times we are unable to put our thoughts exactly in the same way as they appear in our mind. No word can transmit the exact reality. The same word can mean different realities at different times. The shortcomings can be overcome by using non-verbal to explain things better.
- (3) Language is creative. Every year innumerable words are added to the dictionary words can be borrowed from other language or combined with other words.
- (4) Choose the right and appropriate words to express exact thoughts.
- (5) Apart from being a good speaker and individual must learn to be a good listener.

(ii) **Requirements of good speech**—A good speech can begin with a quotable quote or proverb. The quote can be relevant to our speech or it can express the wrong point of view. Words or phrases should not be repeated. Speech should also need not to be too long. It is better to communicate the ideas quickly and effectively. Clarity of thought and speech are other requirements of a good speech. Content must be perfect and must carry some valuable information.

Besides barrier should also be removed. During the process of communication, the mind is quite active. If one is not alert due to any reason or the new idea are not connected to the existing ideas. The communication will not be effective Noise or other barriers also distort the message and don't let it reach to receiver. In case of oral message, environmental disturbance should be eliminated, which can cause interference in hearing and understanding the message. Interference or noise catches the attention of listener and the alternation gets diverted resulting in poor acceptance of message.

Q. 6. (i) What can be possible reasons for audience resistance?

(ii) Comment on the modes of listening.

(iii) How being important can be a barrier to listening?

Ans. (i) Audience may resist a message for many reasons. The message may contain bad news or because of past negative experience with the communicator or the company, following reasons can lead to develop resistance for listening :

- (1) **The 'Age' of Information** : Audience resist message or information that is too old or outdated. If the message informs about something that is already happening and of which people are already aware. Then audience will not be interested in reading or listening to that message.
 - (2) **Expertise** : Reader may also resist a message because it does not match their level of expertise. Audience may become important with a message and resist what the communication has to say if the message is too different or too easy. Similarly they may resist the writer's message because they do not believe the writer has the qualification or expertise to provide the information.
 - (3) **Organizational Hierarchy** : Audience within an organization, expect the information to follow a certain organizational channel.
 - (4) **Group Membership and shared goals** : If you assume that the reader share your views or goals and your assumptions is incorrect, then the reader may resist your message. This often happens in an organization where the boss feels that his subordinates share the same concern or view or goals and lately find that the message is not received enthusiastically.
- (ii) **There are three main modes of listening** :
- (1) **Combative mode** : When the listener concentrates on his or her views and ideas without paying much attention to the speeches, he or she is in combative mode of listening. The listener wants to be heard and thus he or she tries to create an opportunity to express his or her views. This kind of listening lacks maturity as it can not bring about meaningful listening.
 - (2) **Alternative mode** : In this mode, the listener believes every word of the speaker blindly. He or she at no point, critically evaluated the words of the speaker. This sort of listening lacks independent judgement and evaluation.
 - (3) **Reflective listening** : This is the best mode of listening as in this mode the listener is smart, alert and active. He is actively involved in the process of listening, paying attention to all the words and pauses of the speaker. He or she

summarizes each word of the speaker recalling all that the speaker said. On the basis of reflective thinking and judgement, he or she forms an opinion.

(iii) Importance is born out of confidence. Before they hear out the speaker some listeners assume that they know what is going to be told. Sometimes such listeners find the speakers to slow such listeners do not wait for the speaker to finish, tend to jump to conclusion, which annoys the speaker. Another form of importance is to plan one's response while pretending to be listening what the speaker is saying. This happens when the listener guesses too soon what the speaker is going to say and on that assumption, concentrates on formulating his/her response. Another reason for importance is that many of us suffer from egotism and tends to value their own thoughts and issues more highly than those of others. When we have to say is always more important than what others have to say.

As a result we are always anxious to talk. We want to demonstrate our knowledge base, correct the errors and misperceptions of others.

Q. 7. (i) What are type of barriers in communication?

(ii) Discuss about types of media in communication.

Ans. (i) Barriers are the elements which do not let the message pass through properly. A barrier acts like a sieve, allowing only a part of the message to filter through. There are mainly three types of barriers-

- (1) **Intrapersonal** : These barriers arise coming to reason arising within the individual. A few causes of these barriers are wrong assumption, wrong interferences, various preceptions, biased categories, differing background and "I know It all" attitude. In order to overcome these barriers one needs to have patience, not assume anything, stick to the subject, listen.
- (2) **Interpersonal** : These are due to in appropriate exchange of words between two or more people. The most common reasons are limited vocabulary, mismatching or verbal and non-verbal messages, emotions, poor listening skills and noise in the communication channel.
- (3) **Organizational** : These are barriers that are not limited to an individual or two people but exist in the entire

organization. Rigid and hierarchial structure usually restrict the flow of communication. Reasons for organizational behaviour can be fear of superiors, negative attitude, job dissatisfaction etc.

(ii) The different types of communication medium can be put in the categories :

- Physical media
- Mechanical media

1. Physical media : By physical media we mean channels where the person who is taking can be seen or heard by the audience. Hence not only the spoken message but the body language also plays an important role in the communicating. This is an effective way also. In organizations by following means using physical media the communication takes place :

- (i) **Large meetings** have got great symbolic value and should be used only at special occasions. This channels works very well when you need to get across strategic and important messages to a large group of people at the same time, are excellent to present a new vision or strategy.
- (ii) **Departmental meeting** help to communicate operative issues, give status report and solve problems.
- (iii) **Up close and personal :** This is a form of meeting when a random meeting is arranged with some personal to discuss.
- (iv) **Viral communication :** It can be word of mouth delivered or enhanced by the network effects of social media.

2. Mechanical Media : By this we mean written or electronic channels. These channels can be used as archives for messages or for giving the big picture and a deeper knowledge. Different sources are :

- (i) E-mail
- (ii) Weekly letters or news letters
- (iii) Personal letters
- (iv) Intranet
- (v) Magazines or papers
- (vi) Social media

E-mail is a good channel for daily communication. It is fast, quick and time, money and paper saving method.

Weekly letters/personal letters-In an organization, messages, informations, are delivered by such letters.

Bill Board can be used to inform people who do not have computers.

Intranet is an important channel and work tool within an organization.

Magazines and papers : They offer the opportunity to deepen a specific issue, explain context, describe consequence.

Social media supports the human need for social interaction using internet and web based technologies. More and more companies are using social media in their external marketing.

Q. 8. Describe the seven C's of communication in detail.

Ans. The Seven C's of Effective Communication—

The qualities that are essential for effective communication are called the C's of communication as they begin with the letter C. There are 7 C's of effective communication which are applicable to both written as well as oral communication. These are as follows:

- (1) **Concreteness :** The concreteness of message is very important for a successful communication. It suggests being specific, exact and clear rather than being unclear and general. We can not make diagrams, graphs or tables in oral communication to express the views clearly, but we can use brief and specific words with support of relevant facts and figures to communicate the right message. If the message is precise, the receiver would be more likely to interpret the message as the sender has proposed.
- (2) **Completeness :** When a business message is included with facts and information that the receiver requires to know in order to react in a desired manner, it is considered as a complete message. With incomplete message, the receiver is kept with confusion and there could be a chance of misunderstanding also. To avoid these situations, use of relevant facts and figures should be there in a business communication. For example, when a person answers a letter he should answer all the questions. Hence, only a complete message is called an effective message.
- (3) **Clarity :** The principle of clarity implies two branches: clarity of thoughts and clarity of expression. The

communication process starts with the thought generation in the mind of the communicator. The idea that is to be communicated should be clear in words so that the receiver can interpret it in the same context in which it is communicated.

- (i) **Clarity of expressions** means that there should not be any doubt in the message, and to fulfil this objective, the idea that has to be communicated should be very much clear in the mind of the sender. It should be reminded that words itself do not speak but the speaker gives them meaning. If the message is precise and specific, it would derive a response from the recipients. It is also very important that the receiver should understand the language in which the communication is taking place, and he should be well-versed with the assumptions and technicalities of communication.
 - (ii) **Clarity of thought** means the speaker should be very clear in his mind about what he is going to communicate (message) and the reason why he wants to communicate (purpose), to whom he wants to communicate (receiver), when he wants to communicate (time), and how should he communicate (medium). When he is clear in his mind, it must be expressed through a clear and simple language.
- (4) **Consideration** : Consideration usually means the process of consideration or allowing. For an effective communication, one should think and see from the view point of the receiver. The sender should follow a benevolent approach and understand the emotions, sentiments and the needs of the receiver. In short, the socio-psychological background of the receiver should be understood by the sender. The sender should follow the golden rule of "First understand then be understood". Consideration simply means by trying to put oneself in receiver's place, creating message that has to be communicated. One should imagine the recipient according to their perspective -- desires, problems, circumstances, emotions, and their possible

reactions. By doing so, one can understand the point of view of the recipient. This approach is known as "you-attitude" which means to understand the human nature by putting oneself into his shoes.

(5) **Conciseness** : One should be very specific and be able to communicate in least possible words without letting go the virtues of other 'Cs' in business communication. Conciseness is one of the essential conditions for effective business communication and a concise message is complete, without being lengthy. Concise message is time saving and less expensive for both the sender and the receiver. By conciseness, one can highlight the essence of significant ideas by eliminating the needless words. When conciseness is pooled with the "you-view", it becomes more interesting to the recipients, A concise message values the recipients by not confusing their professional lives with needless information.

(6) **Correctness** : In business communication, the word 'correctness' means using proper level of language, accurate facts, figures and words. If the information communicated is not correct, the sender can lose his trustworthiness. Wrong information conveyed to seniors can hamper the decision-making process and for the outsiders it can ruin the image of the firm. With accurate use of grammar, composition, correct words and selecting the right communication level according to the receiver's level; the correctness of communication can be decided. For successful communication, the use of right tone is very important in delivering a message, and expressions that are real and exact are preferred instead of unclear and abstract expressions.

(7) **Courtesy** : The term 'courtesy' means the friendly and caring attitude for others. The communication can be enhanced with polite manner. It motivates the participative communication. It plays a more important role in business writing than that in oral or face-to-face communication.

A message with courtesy strengthens existing business relations, helps in enhancing the social circle and building goodwill of the organisation. Courtesy originates from you-attitude, because courtesy

is not always only politeness with the terms like "please" or "thank you".

When the trustworthiness of the sender has been recognised, the sender should express himself in a courteous manner. The word itself depicts the essence that the sender/speaker should understand the emotions of the receiver/listener very well. In business communication, one not only communicates the information and ideas but also try to maintain a sound understanding among the parties for the growth and development of the business and to maintain the goodwill. Courtesy does not always mean to use the simple phrases like 'please' or 'thank you', it means to show gratitude and genuine expressions that come from respect and concent for the other parties. Courtesy is the starting and the ending point in business world and there is lot of scope for achievement if appreciation and admiration of people are included in the message.

UNIT-II

Q. 9. Describe all the media of written communication.

Ans. Media of written communication—In a business organization written communication is sent to persons, organizations or agencies. These could be the employees, consumers, management, labor, suppliers, distributors or the stock holders of the company. Written communication is also sent to government departments, bankers, insurance companies and security agencies. The different forms of written communication are:

(1) Reports : Reports are prepared to show the working results of the organization, department, factory, plant or any other institution. These are also prepared to show the result of an enquiry. Many institutions like banks, insurance companies, educational institutions and other business enterprises prepare annual reports which show their achievements in the past year and also the obstacles, the impact of economic conditions, working results and the plans for the future. Some reports are of confidential nature also. A report must be based on facts and cover a specific period of time. It must serve an objective and suggests the future course of action.

(2) News letters : Business houses often use business letters to inform their customers about new products, change in channel of

distribution, enhancement of commission for distributors, improvement in the quality of the produce, reduction in price, improvement in packaging, increase in weight and a new use of their product etc. News letters are used for promotional activity. They must be lucid, impressive, forceful, simple convincing and precise.

(3) Business Letters : The business letters are also an important form of written communication. A business letter should be written in a formal way and in simple language without any scope for confusion. It should be polite and courteous but should also convey an idea impressively. Usually business letters are written on printed paper containing the name and address of the company along with the date and reference number. As business letters can be used for legal purposes also, these should be written with great care.

(4) Manuals : Job manuals are a form of written communication and help in defining duties and responsibilities of the employees. All big companies have job manuals. In the absence, they follow standard job manuals. The specific duties of an executives or high officials of the company can be ascertained, through job manual. A job manual denotes exactly what are the powers and duties of the person. How many people would work under him? What would be the reporting relations and who would be responsible to whom? Job manuals also mention the levels of structure of wage and salaries.

(5) Advertisements : Advertisements are meant to inform the people, of company products and service. The more a company carries on advertising campaign, the more it succeeds in increasing its sales. Advertisements are made in newspapers, magazines, periodicals, evening issues, radio commercials, T.V. programmes, cinema slides and sales demonstrations. All advertisements must be appealing, attractive, convincing and should succeed in achieving the objectives of the company, i.e., increase in sales. Advertising is not a waste of money but it helps both the company as well as the customers. By advertising the sales of the products and services of the company increase, providing the company with economies of large scale production consequently the profits increase, cost of production falls down and the company enjoys ability to complete.

(6) Memoranda : Memoranda are of a great use to the executives. These are sent to the concern executives so that they are well informed and their decisions may be appropriate under the

circumstances. The memoranda also called memo could contain information concerning the industry or the industrial enterprise, employees, labour productivity, cost of production and such other matters. Other than the technical information the memo's could also contain information about the employees. The memos supply upto date information to the executives and also make them aware of the ongoing trends in the business. This is a low cost method of keeping the executives well informed.

(7) **Signs** : Signs are also used to communicate information. If a van with '+' sign in red colour passes on the road it indicates that it belongs to hospital or Red Cross. A signal over the railway track also indicates the arrival or non-arrival of the train. If the signal is down passengers shall get ready and wait anxiously for the arrival of the train.

(8) **Annual Reports** : Usually all the companies publish their annual reports for the consumption of their shareholders, employees, public and government agencies. These reports consist of working results, information about public liking and admiration of company products and services. Annual reports also mention the economic problems faced by the company and efforts of the directions to solve them. What company's plans are for future action?

(i) **Charts, Graphs and Diagrams** : Charts, graphs and diagrams are also used for written communication. Doctors use graphs to indicate the changing temperatures of the patient in morning, noon and evening. Statisticians use graphs to show the results over a period of few years like India's exports and imports as compared to those of last year. Banks use charts for public consumption and to invite more bank deposits. Banks provide charts showing the amount invested, duration covered and the amount of interest to be earned etc.

(ii) **Bulletins** : Some companies publish their bulletins informing people about the products and services provided by the company, the standard of workmanship and technical knowhow, place of the company in reaction to share of the market, future plans and efforts of the company to fulfill its obligations towards social responsibility. Universities also publish bulletins mentioning their educational programmes, areas of specialization, names of degrees, diplomas, tuition fee for each programme, other charges, hostel facilities

provided, scholarships and fellow-ships offered and mode of admissions.

Q. 10. (i) What do you understand by planning the business message? Explain three steps writing process.

(ii) How can we write an effective sales letter?

Ans. (i) Planning Business Message—Making your business messages interesting doesn't mean using the dramatic techniques of creative writing. Your messages must be:

Purposeful—Business messages provide information, solve a problem, or request the resources necessary to accomplish a goal. Every message you prepare should have a specific purpose.

Audience-centered—Business messages help audience to understand an issue, ask them to collaborate on accomplishing a goal, or persuade them to take some action. So every message you prepare must consider the audience's background, point of view, and needs.

Concise—Business messages respect everyone's time by presenting information clearly and efficiently. Every message you prepare should be as short as it can be without detracting from the subject.

The goal of effective business writing is to express your ideas rather than to impress your audience. One of the best ways to do so is to follow a systematic writing process.

Three-Step Writing Process—

- 1. Planning Your Message :** The first stage is to think about the fundamentals of your message. Study your purpose to make sure your reasons for communicating are clear and necessary.

Analyze audience members so that you can modify your message to their needs, and then gather the information that will inform, convince, or motivate them.

Don't forget to adapt your message: Select the best channel and medium and establish a good audience relationship.

- 2. Writing Your Message :** Once you have planned your message, organize your information and begin composing your first draft. This is the stage when you commit your thoughts to words, create sentences and paragraphs, and select illustrations and details to support your main idea.

3. **Completing Your Message** : After writing your first draft, step back to review the content and organization for overall style, structure, and readability. Revise and rewrite until your message comes across clearly and effectively; then edit your message for details such as grammar, punctuation, and format. Next, produce your message, putting it into the form that your audience will receive. Finally, proof the final draft for types, spelling errors, and other mechanical problems.

(ii) A sales letter can be one of your most effective marketing tools, allowing you to speak one-on-one to prospects and customers. What makes a good sales letter? There are three key rules:

- (1) **Start With a Hook** : Begin your letter with a provocative thought or idea that "hooks" readers and makes them want to keep reading.
- (2) **Give Them the Facts Fast** : Quickly list the top two or three benefits of doing business with your company.
- (3) **End Persuasively** : Close the letter with a strong argument that compels readers to respond.

How long should a sales letter be? The standard answer is "long enough to do the job." And yes, it takes longer to persuade a prospective customer to buy than to merely get him to inquire further. But in today's high-tech age, people become impatient with anything that takes much longer than a blink to read.

Q. 11. Explain the advantages and disadvantages of written communication.

Ans. Some advantages of written communication—Written communication has the advantage of providing records, reference etc. They are the proofs of data, letters, memos etc.

1. Maintenance of proper records, letters, reports and memo builds up legal differences of the organization. An organization is like a living organism. Organization usually have their legal advisors who can not be of any help unless proper records are made available to them.
2. It promotes uniformity in policy and procedure. It is the only means of laying down clear guidelines for the working of the organization.

3. It gives access to a large audience through mass mailing.
4. Good written communication builds up the organizations image.
5. It has the advantage of being accurate and unambiguous. Great care has to be taken in drafting any letter, memo or report so that the message is effectively conveyed.
6. Written communication is permanent. The growth of an organization is promoted to a large extent, by reference to its old, well maintained records and minutes of the meeting.
7. Written communication facilitates proper association of responsibilities.

Some disadvantages of written communication : Though written communication is very strong still it has got its own disadvantages:

1. It needs heaps of paper therefore it is costly also very often valuable papers get lost. Managers have to be extra careful to handle their papers important files etc.
2. It can become ineffective in the hands of people who are good in doing their job but poor in expression that is why in modern organization the people v/ho are recruited should be very good in expression, especially in letter and report writing ability.
3. We do not get immediate feedback in written communication both encoding and transmission takes lime resulting in immediate delays. It is therefore, a time consuming process.
4. Written communication is also a costly process. It costs a lot in forms of stationary and the number of people involved in typing and sending out letters.
5. It is time consuming also as it takes a lot of time in typing, entering in the diary, dispatching etc.
6. It has another advantage also. If the receiver of written message at a distance seeks some clarification he cannot have it as quickly as he would like to He will have to write back and wait for the reply to his query. Immediate clarification is not responsible in exchange of written examination.

- Q. 12. (i) Explain characteristics of business letter.**
(ii) Write a sales letter to consumer from Bajaj Home Appliance for promoting their product.

Ans. (i) Characteristics of Business Letter—A business letter is different from other letters in its contents, features and layout. In business letters, certain features stand out prominently to make these letters different. One should take care to see that such features are brought out in business letters. The following are the features of business letters:

1. **Brevity** : The letter should be concise but having all necessary points. While attaining the aim of brevity, completeness should not be lost.
2. **Perfection** : Perfection is another important characteristic of a good letter. The letter must have all points which are necessary.
3. **Accuracy** : For a good business letter the accuracy of facts and point is necessary.
3. **Clarity** : It means that the matter should be written in correct manner so that the receiver understands the matter in the first reading itself. A correspondent must thoroughly understand the matter and should have a good power of expression. He should have no difficulty in arranging the ideas in a logical and correct manner. Words and phrases with double meaning should be avoided at all costs in a business letter. He should not have difficulty in using simple and clear language to express his ideas in an easily understandable manner. The expression should be simple so that the meaning is straightforward and clear.
5. **Well formatted** : A business letter must have all the parts of a letter. The word must be legible & clear if it is hand written.
6. **Courtesy** : It is required that all correspondence should be couched in sensitive, respectful, reasonable, enlightened and gentlemanly terms. The success in any business is to keep the dignity of the business. The word complaint should be avoided as far as possible. It is not a good policy to find fault with the receiver of the letter.

- Courtesy must be distinguished from humility. Excessive humility should be avoided because it lowers the dignity of a correspondent. It may also defeat the purpose by arousing suspicion in the mind of the receiver. When an important matter is to be settled with the receiver, it should be remembered that discourtesy and harshness would not help.
7. **Correctness** : It means that all facts, figures, dates, prices and other such factors stated should be correct. There should be no mis-representation of facts. The mistake relating to quotation orders, contracts etc. should be avoided.

An amount mentioned in the business letter should be always written twice, once in figures and then in words, for example. Rs. 1100/- (Rupees one thousand one hundred only). All words must be spelt correctly without any mistake of omission and commission. Before signing a letter, the signatory should read the matter, check for the facts and figures and then only sign. The dates mentioned in the letter should also be correct.

8. **Convincing** : A business letter should be impressive, effective in its approach and convincing. A correspondent who has knowledge of human nature, business etiquette, manners should also have a good power of expression and ability to convince. In these days of competition, a letter should not only be able to create a demand but should also be able to satisfy a demand.
9. **Conciseness (Briefness. Brevity)** : A business letter should be as brief as circumstances permit. Time is very precious. One should not however try to secure brevity at the cost of completeness preclarity. Unnecessary repetition of sentences, words etc. should be avoided because lengthy letters produce irritation to the receiver.
10. **Attractive Exterior Form** : It is said that the "first impression is the last impression." Considering this fact the exterior form of any business letter should be impressive or attractive.

(ii) Bajaj Home Appliance
A.K. Bansal
275, Kamla Nehru Nagar
New Delhi

Dear Bansal Ji,

I take pleasure in writing to you, a very special consumer of Bajaj Home Appliances. We take proud inspiration from our consumers to design our world class range of home appliances.

We do hope your inverter is proving to be your perfect partner and is giving you the performance you expect from it. However, in case you have any problems or you want any assistance, please give us a call at any of the numbers mentioned below and we will promptly take care of your requirements.

To further strengthen our partnership in homemaking we should like to make a special offer to you. In case your old refrigerator is not big enough for your needs today or is not giving you the desired performance, we will be glad to offer you our homely introduced refrigerator.

We offer you to exchange your old refrigerator with the new brand. To ensure that this does not put a financial burden, we have an attractive finance plan for you. You can purchase the refrigerator at zero percent interest rate.

Once you have decided on the size of the refrigerator you want for home, all you need to do is fill up the enclosed pre-paid business reply envelope and we will contact you immediately your convenience.

Thanking You
Damodar Prasad
(President - Marketing)

Q. 13. Letter from a son to his father informing him of his preparations for the final examination and asking him for some more money.

Ans.
Room No. 108,
Senior Boys Hostel,
J.E.C. Jaipur
January 10, 2018

Respected Papa/My Dear Father,

I am sorry I should not write to you for such a long time. But there is nothing to worry about me. I was only busy with preparations for the final examination. My practical examinations finished only yesterday. You will be glad to know that I have done excellently well at the Practical.

Our classes are going on in full swing these days. I am trying my level best to finish my course in all subjects well before the examination. I go to consult my teachers as and when I need their help and guidance. All my teachers are kind and considerate to me. On the basis of my preparation, I feel confident that I would get first class. The rest depends on my luck and your blessings.

Papa, I am running short of money these days. I have to settle the account of the Hostel. I have also to buy a few books which I need very urgently. Would you be kind enough to send me rupees five hundred more to meet these extra expenses?

I very much miss mummy, younger brother and sister. Kindly convey my regards to Mummy and love to Parul and Rahul,

With regards

Yours affectionately

Sushil

Q. 14. From a student to his father, giving his first impression of the college.

Ans.

To,

Shri
Room No. 312,
Sardar Patel Hostel,
Jaipur University,
Jaipur, (Raj.)

From

Ashish Bhawan,
193, Mangal Vihar,
February 15, 2018

My dear father,

You asked me how I liked college, and in what way it is different from schools. Yes, it is different in many ways, and I like it ever so much.

Just as first, I did not like it at all, and almost wanted to run away. The senior students treated poor fresher as if they were fools, and played unpleasant jokes upon them. It was not very nice, but I know that the best thing to do was to pretend not to mind and to laugh at my own foolish mistakes. When I did this, they soon left me alone; but some students who got irritated and complained to the Hostel Superintendent, were teased worse than ever.

College discipline is not so strict as discipline in a school. A student in a college lives like a heir-apparent in kingdom. He sleeps much, plays a little, talks a great deal, and studies occasionally. He is responsible to none, and is afraid of nobody. The only punishment to which he is liable is the fine, and this fine he charges from his parents with the vigour of an Income-Tax officer. Here the students roar like lions, fellow like bulls, and sing all son, of songs in the verandahs. The professors are different from schoolmasters. They treat us in quite a different way. The latter are always a terror and try to impose their authority on us, but the professors treat us like gentlemen, and so long as we are polite and respectful, they leave us alone. One day a friend of mine made a heroic resolve to sit on the first bench and took down every word of professor's lecture. Just imagine, dear father, what a storm of remarks and nicknames burst upon the poor fellow. I sympathized with him. I took his side. They made a butt of me. They gave me all sorts of nicknames that hurt me very much. Then I realized the truth of the saying 'When you are in Rome, do as the Romans do.'

This spirit of freedom is in the art of this place, and everyone is at liberty to go where he likes, do what he pleases, and say what he has in his mind. We live like so many princes, the servants doing everything for us. They clean our shoes, sweep our room, wash our clothes and arrange our beds and our books.

In short, dear father, this is a jolly life. I will tell you more about it in next time. Please convey my love to my dear mother.

Yours affectionately

Rakesh Kumar

Q. 15. Write a letter to the Senior Superintendent of police of your district complaining about the assembling of unsocial elements in your locality.

Ans.

To

The Senior Superintendent of Police
Alwar (Rajasthan)

Subject : Insanitary Conditions

Sir

Most respectfully, I wish to bring to your kind notice that I live at Mangal Vihar, Scheme No-06, Alwar. I want to attract your kind attention towards the problems being-created by unsocial elements. We can see anti-social elements wandering here and there. The women and school going girls are feeling unsafe. They pass uncivil remarks on them.

I, therefore, request you to look into the matter and take immediate and prompt action to check the activities of unsocial elements of the area.

Thanking you,
20th August 2018

Yours faithfully

Vinit

Q. 16. Write a letter to the sub-divisional officer (Telephone) of yours district regarding frequent telephone disorders in your locality including yours.

Ans.

The Sub-divisional Officer
Deptt. of Telephone
Dausa (Raj)

Subject : Irregularity in Telephone Communication.

Sir,

I want to draw your kind attention that inspite of my repeated oral complaints and your department's oral assurance to streamline the telephone disorder in my locality, no action has been taken even now. It seems that your department has turned a deaf-ear of our complaint followed by several reminders verbally/telephonically from PCO. Most of the telephones in this locality are lying dead.

Please get the needful done without any further loss of time.

Thanking you

Yours faithfully

K.C. Rawat

Bhikham Saiyad Mohalla

Near Bus Stand, Dausa

20th August, 2018

Q. 17. From a retail dealer to a wholesale dealer placing an order.

15, Deendayal College Road,
Agra
Aug. 28, 2018

Ans.

To
The Stationary Supply Co. Ltd.,
Deansgate, Manchester.

Dear Sirs,

I am in receipt of your letter of the 4th instant, enclosing account for 56. 6s. 8d. for goods supplied to me. Before sending you my cheque for the amount, I should like to remind you that you have allowed no discount as you have done on all previous accounts.

As your goods suit the majority of my customers very well ask you to be kind enough to send me at once six dozen boxes of H.B. pencils, six dozen boxes of Reynolds pens, eight bundles of black penholders and six dozen boxes of paint-brushes. I shall be waiting for envelopes and note paper, but I will telephone you tomorrow as to the quality and quantity I require.

The digital notebooks which I ordered last week, and which you said you would send me by Saturday, have not yet arrived. I hope you will send them at the earliest, as I have very urgent orders for them. If you cannot send me the whole quantity I ordered, perhaps you would be able to send me two or three dozen, as I have promised them to several customers for tomorrow. If you have faint blue lines, I would rather have them; if not, I will take red-ruled. Would you be kind enough to send a sample of blue-black writing ink?

Yours faithfully,
Suresh Chandra,
Alwar Stationery House,
Alwar.

Q. 18. Write a letter to the Collector of your district complaining about use of loudspeakers (microphones) at night during examination days.

Ans.

211, Mangal Vihar,
Alwar
22 March, 2018

The Collector
Alwar District
Alwar

Subject : To stop the use of microphones-

Sir,

Respectfully I bring to your kind notice that there is a temple in our locality. People use microphones (or loud-speakers) at night in Bhajans and 'Kirtan'. There are two restaurants also in the locality. They also use microphones till late night. It disturbs our studies. Our examinations are near. It is the valuable time of our life. We have requested them many times to stop the use of microphones, but they do not care for it.

Kindly order to stop the use microphones during examination days.

Please look into the matter immediately and do the needful.

Thanking you

Yours faithfully,

Sumeet Awasthi

Q. 19. Write a letter to your younger brother, who has taken to smoking, telling him to give it up.

Ans.

15, Civil Lines,

Jaipur

September 26, 2018

My dear Mohit,

I am disturbed to know from your friend Avinash that you have recently got into the bad habit of smoking. This is really dangerous for you and painful to me. If Papa comes to know about it, he will really be shocked, Mother and elder brother Maneesh will also be shocked. Dear Raman, you are hurting so many people by your nasty habits.

Smoking like drinking is a bad habit and once you get into it, there is no easy escape. I do not know why people smoke at all. In the beginning they take to smoking as a hobby but soon become addicted to it and fall victim to many diseases. A foul smell comes from a smoker's mouth. His fingers get stained and his lips become ugly and blackish. The smoke harm lungs of the smoker and regular smoke' gives bouts of hollow cough after some time. So smoking is very harmful.

Dear Raman, I do not think ill of you; in fact, I pray for your health. There is still time and you can easily get rid of this habit with a little determination and strong will. So give up smoking at once or it will lead to disastrous effects. I am sure my letter will prove a timely warning to you and encourage you in giving up smoking before you become a chain-smoker.

Yours affectionately,
Alok

Q. 20. A friend of yours is living in abroad. He has read in newspaper reports about frequent incidents of violence in our country. Write a letter to him telling him what you feel about these incidents. Sign yourself as XYZ.

Ans.

38, Vaishali Nagar,
Alwar (Rajasthan)
10th August, 2018

Dear Amit

Thanks a lot for about your letter received a few days back. In this letter you have also shown your anxiety the frequent incidents of violence happening in India. Reports appearing in western press about these incidents seem to be highly exaggerated. Such incidents are happening all over the world, in every country. Just think of South Africa or Israel-occupied Arab territories or the treatment met out to the Negroes or the Red Indians in the U.S A. itself.

But exaggerations apart, we are really ashamed of some of the violent incidents happening here. There are some created by terrorists who are encouraged and helped by a neighbouring country. Then there are communal riots which are incited by religious fanatics and selfish politicians who incite illiterate ignorant masses for their own selfish ends. What pains me most is that the intellectual classes are not playing their part in mitigating this satanic evil. Even our national press has not been able to educate the masses in the right direction. Corruption has gone deep in our blood that doesn't allow us to think rightly and objectively. Still the position is not beyond repair. I have full faith in the collective genius of Indian people; they will sooner or later overcome these drawbacks.

Pay my respect to your dear parents.

Yours always,

XYZ.

UNIT-II

Q. 21. (i) Describe the essential requirements of good report writing.

(ii) What is academic report? How to write a good academic report?

Ans. (i) Essential Requirements of Good Report Writing—

- 1. Good Report has a Clarity of Thought :** A good report is one which is drafted in a simple, clear and lucid language. Its language should not be difficult and confusing. There should be no ambiguity as regards the statements made in the report. A reader should be able to understand the entire report easily, exactly and quickly. In fact, this is the basic purpose of report writing.
- 2. Good Report is Comprehensive but Compact :** A lengthy report is not necessarily a good report. In fact, report should be a brief and compact document. At the same time, it should give complete picture of the problem under investigation. In this sense the report writing should be comprehensive but compact.
- 3. Good Report is Accurate in All Aspects :** One more feature of a good report is that it should be correct in all aspects. The data given and statements made in the report must be based on facts and must be verified carefully. Report writing is a responsible job as report is used as a reliable document for taking decisions and framing policies. Thus, report writing should be always accurate, factual and reliable.
- 4. Good Report is Complete and Self-explanatory :** A good report is always a complete and self-explanatory document. For this, repetition of facts, figures, information, conclusions and recommendation should be avoided. Report writing should be always complete and self-explanatory. It should give complete information to the readers in a precise manner.
- 5. Good Report has a Reference to Relevant Details :** In effective report writing, reference to relevant details is

- necessary. A good report should cover all relevant details for the methodology used, questionnaire prepared for data collection and the procedure followed by the committee.
6. **Good Report follows an Impartial Approach :** A good report is always fact finding and not fault finding. It should be prepared in an impartial manner. The writers of the report should be impartial in their outlook and approach. In other words, there should be objectivity in report writing. Emotions, sentiments, personal views etc. should be kept away while drafting a report. The approach of report writer should be broad based, positive and constructive. He should be neutral and self effecting in his reports writing.
 7. **Good Report has Suitable Format for Readers :** A good report needs proper format. It should be convenient to the type of the report. The report should have all essential components such as title, introduction, findings and recommendations. This gives convenience to the reader.
 8. **Good Report Support Facts and is Factual :** A good report is always factual. The findings, conclusions and recommendations included in the report should be supported by information and data collected from reliable sources. Statistical tables, should support statements made in the report. Attention needs to be given to this reliability aspect in report writing.
 9. **Good Report has All Essential Technical Details :** In a good report writing attention should be given to certain essential technical details. For example, the pages and paragraphs of the report should be numbered properly. Marginal heading and titles should be given. This gives convenience to readers.
 10. **Good Report is Presented in a Lucid Style :** A good report is one which is presented in a lucid style. It needs logical and systematic arrangement of different parts. It should be easily and clearly understandable by all those for whom it is meant. A good report should create interest among readers because of its lucid and convincing style. Clear thinking, objective tone and logical arrangement of thoughts make the report simple and lucid.

11. **Good Report has an Impersonal Style :** A good report should be drafted in an impersonal manner. The report writing should be in third person. This is necessary as the report is prepared for the benefits of a person who needs it and not for the benefit of the person who prepares it.
12. **Good Report has a Proper Date and Signature :** A good report should be properly dated and signed by the concerned authority or by the chairman of the committee or by all committee members. This has legal significance and needs special attention in report writing.
13. **Good Report is a Reliable Document :** The data collection, analysis and interpretation of the data, conclusions drawn and recommendations made in the report should be accurate so as to make the whole report reliable and dependable for future reference and also for policy decisions. This reliability is one important aspect of effective report writing.
14. **Good Report is Arranged in a Local Manner :** The different parts of the report should be arranged in a logical order so as to make it an integrated document. Proper planning is essential while drafting report. Attention to format of a report is a must in effective reporting writing.

(ii) **Academic Report :** An academic style report is a report that adopts the formal and impersonal styles of report writing as well as language. Such a report tends to contain formal, objective, impersonal and complex literature as well as technical language.

Academic writing in English is clearly defined by having an obvious audience; a clear purpose, either an exam question to answer or a research project to report on. It is also clearly structured.

Writing an Academic Report

Writing an academic report or paper involves reading about, thinking about, making a case about and finally writing about a scholarly topic. Your academic report differs from other types of reports you have done in that it presents both researched facts and your own assessment.

1. **Research Your Topic :** Find out the answers to the "who, what, when, where, why and how" questions about your topic. Summarize what you know about the topic, and

evaluate what you don't know so that you can focus any further research. Create a bibliography to cite your sources and avoid plagiarism.

Read primary sources as well as supplementary information. Consider historical or popular opinions about the topic. Think about the main points of each article and note commonalities. Narrow your topic so you can prepare to write an intelligent paper.

2. **Define Your Structure and Connect Your Ideas :** Develop an outline based on your main idea. Organizing your ideas this way can help you see the relationships between the ideas.

Each heading in your outline should be in the same structure. For example, if your first heading starts with an action verb, all other headings should start with action verbs. Sub-headings should supply supporting details to the heading. Reorganize your outline until it reflects a logical flow of ideas.

3. **Write Your Paper :** Academic reports typically contain five parts : a title page, introductory paragraph including your thesis statement, background information, details about your ideas and a conclusion. Present arguments for or against a particular view.

Write your supporting paragraphs to tell a story, provide, an observation, describe a process, define the meaning, classify ideas, compare and contrast ideas, make analogies or explain why something occurred. Provide evidence, state assumptions and add your opinion as appropriate so that your paper is coherent and understandable.

Print and proof read your paper by reading it aloud. Make sure that your paper is free of grammatical and style errors.

Q. 22. Assuming you are the Regional Representative of Central institute of environmental studies, New Delhi. Write a formal report to the director of Institute on the problem of air pollution in an urban area of your region.

Ans. A Report on Pollution control.

From:

Mrs. Chitra Mudgal
Jaipur.

To

The Director
Central Institute of Environmental studies New Delhi-110015

Sir,

Pollution is a major problem of every area in the world. The reasons owe to increasing population, mechanization. Industrialization and lack of greenery. Natural causes are wind, cyclone, volcanic deforestation, fire etc.

Dust and smoke generated by vehicles are the main pollutants in this area. It is between 0.2% to 0.25% of total air pollutant. It is sticky and has a moisture content of 3% to 4% the smoke generated by burning petrol and diesel in vehicles contain carbon di-oxide particles and pollutes the atmosphere. This can create environmental hazards because the quantity of suspended particulate matter is increasing hence a large number of school children are suffering from lung diseases, asthma and bronchitis.

It is suggested that the civil authorities should be asked to set up action plans to reduce carbon di-oxide content of gas emission. A spray tower should be installed in each factory for the control of particulates Public should be made aware of the dangers of pollution and be asked to control it. Trees be planted in and around factories.

Yours faithfully,

Chitra Mudgal

Q. 23. Pollution has become a problem for all, Write an article on Environmental Pollution in Metropolitan cities. Suppose you are a correspondent of a local newspaper.

Ans. Environmental Pollution in Big Cities—

New Delhi 25th Feb., 2018... (By a correspondent)

Preservation of environment is one of the most alarming problem of today. Most of the big cities are suffering from the problem of conservation and preservation of purity of environment. Our atmosphere is being polluted by factors like smoke, dirt, dust, chemicals and gases. Even water has become polluted. We need a

safer and healthy environment for our survival and for the survival of the young generation. Water, air and food are the basic necessities of life that are becoming polluted day-by-day. The rapid industrialization has made everything polluted, No care has been placed for the safe drainage of the chemical wastes, safe exhaling of the gases. The nature has provided a very balanced and correct system for our survival. For example, we inhale oxygen and exhale carbon-di-Oxide. The carbon gas is absorbed by plants. Still we need care to preserve our environment. The recent decisions and directions of the Supreme Court that the vehicles run by the CNG should replace the vehicles run by petrol and diesel is very important in keeping the air pure and inhalable in big cities. We as a member of the civil society should also not spoil it by spreading unhygienic items, e.g., garbage and rubbish that produce foul smell. We can save our atmosphere by applying and playing careful attention for their proper disposal. It will help us in stopping the spread of dangerous disease and pollution of the atmosphere. So it is sacred duty of all of us to preserve our environment for our survival. We should also adopt the motto: "Keep clean and Remain clean."

Q. 24. On International Women's Day, different women activists organized functions, seminars etc., in the capital. Being a reporter from Times of India News Service you attended one of the programmes. Draft a report in about 150 words.

Ans. Jaipur, 18th March, 2018....

(By a staff reporter.
Times of India)

From workshops to burning of effigies of politicians and seminars to puppet shows, women activists organized a wide range of programmes in the capital to mark International Women's Day' on Monday. The 'Joint Action Forum for Women' organized a seminar on. Necessity of Women's Empowerment for the Development of the nation, in which Union Human Resources Development Minister was the Chief Guest. The other senior political leaders also graced the occasion with their presence. Most of the speakers asserted the need of passing the bill on providing Women's reservation in Parliament and State Assemblies. The minister informed that the bill on reservation had already been introduced in this budget session of Parliament and the government is trying to get the bill passed

with support of the opposition. He also informed that some political parties are opposing the bill just for the sake of opposition. The member activists exemplify the role of the women in the freedom struggle and in the development of the nation. The president of the forum Mrs. Kidwai told that by giving 33 per cent reservation for women, no political party is doing any favour to the women. Women constitute 50% of the total population. A demand for free education for women upto graduation, making judiciary more quick in disposing the case of crimes against women was also made. Though participants expressed jubilation at the progress of women have made in several fields, but the crude statistics of crime against women and low literacy among women bothered many.

Many politicians stressed the need that the women and the girls should avoid invitational and inciting fashions which resulted in the increase of crimes against women and girls. The necessity of the moral and ethical values was also emphasized in the education of the young generations. The seminar was a grand success.

Q. 25. You are Akshay Shukla, a correspondent from Indian Express. You were an eye witness to an Election campaign in Delhi. Write a report for the newspaper in about 100 words.

Ans. ELECTIONS HELD PEACEFULLY

Lucknow, 17th Feb, 2018

(Report by Akshay Shukla, a correspond from Indian Express)

India being the largest democracy of the world a great emphasis is laid on the free and fair elections. In Delhi, the election commission declared elections and the schedule of filing and withdrawing nominations as well as the date of election was also announced. This time the Electronic Voting Machines will be used in the elections. All preparations were made in advance. More than 250 candidates filled their nomination papers for Delhi assembly seat. Accordingly different symbols were charter to the constituting candidates. The candidates arranged meetings and put forth their charter of manifesto. Every candidates was trying to tempt and woo the voters through their oily and sweet slogans and speeches. Posters and slogans were decorating the walls. Several meetings of many high profile leaders and Film stars were organized during the campaign. Hand bills were being circulated among the residents. The candidates

were holding corner meetings under a certain code of conduct. The election campaign came to a standstill 48 hours before the date of polling. On the polling day tight security arrangements were made. The voters came in great number and there were long queues in the beginning. The voting started at 7.00 a.m. and continued till 5.00 p.m. result was scheduled to be declared after three days. It was started in the presence of the candidates and their agents as per the scheduled programme. The returning officer declared the result then. The elections were held peacefully and in a congenial atmosphere.

Q. 26. Imagine that you have conducted a survey of teenagers in your city and the television programmes they watch. Write a report for a newspaper about the survey, your finding and your critical remarks.

Ans.

The Editor,
The Indian Express,
New Delhi
Sir,

I have conducted a survey of TV- watching teenagers about their preferences. A peculiar similarity was observed in the liking of the present teens. A few important points which are universally applicable to all the children who fall between the age group of thirteen and nineteen are being discussed here.

A few special traits and tendencies govern their minds. The teenagers generally select those T.V. programmes which are action oriented or have love triangle. They prefer adventurous stories, serials involve love, romance and separation, detective episode, comedy serials and some other programmes like cartoon films etc. They do not relish things of lofty and sublime nature. They enjoy funny, imaginative, romantic and tragedy items, which can make them jump and find themselves one of the heroes of the serials. Some serials which show conflict with the society in the matter of love and marriage is also liked by the teenagers very much. They do not need things of intellectual nature.

I think such type of tendencies are not good for their real development. They are living in imagination and dreams. They are being carried away from the imaginations of the serials and unable to understand the reality of life, of the world. They should be inspired

to watch different programmes connected with political, social, religious and economic subjects. It is a must for the healthy development of teenagers. The parents should check the children and try to discuss with them and quench their queries. Something radical should be done to raise the level of teenager's thinking. In fact the parents can play a vital role in this matter.

Q. 27. You are correspondent of a local daily, you find very unhealthy craze among the students for foreign goods. Write an article for a newspaper in about 100 words.

Ans. Craze For Foreign Goods

Lucknow, 12th May, 2018 (From Local Correspondence)

A general tendency is now-a-days seen among the students that they are attracted by foreign goods, whether good or bad, but whatever they purchase should be originated from a foreign country. This idea never enters into our brains that Indian goods are not in any way inferior. We have advanced to such an extent that many items are being exported by us. Our goods are of the superb quality. Still we have a sensation to buy a foreign make. We are admired in construction, utility and acclaim its worth. In some of the cases. Even our manufactured items are labelled as made in foreign e.g. Japan, England and Germany etc. We never try to examine its worth, utility and consumption. Gone are the days when even from the smallest needle to the highest implement was imported from England or U.S.A. This led to a habit of liking for the foreign goods. It is also a worth mentioning fact that foreigners do not like to purchase foreign goods.

Q. 28. Write a report to the Superintendent of Police regarding the increasing number of thefts and chain-snatching incidents in your locality. Also suggest ways to improve the situation. Sign the report as ABC.

Ans.

Jawahar Nagar, Jaipur.
20 Jan, 2018

The Superintendent of Police,
Jaipur

Dear Sir,

Last evening at about seven o'clock a motor-cyclist stopped beside a woman standing on the main road near Jain Temple, Jawahar Nagar, snatched her gold chain and made good his escape. The

woman, who was buying vegetables from a rehri-wallah, raised a hue a cry, but to no avail. This is not a solitary incident of chain-snatching in this area. Five such incidents took place during the last three months. The number of thefts committed in the area is also on the increase. Four thefts were committed during the last three months. The rising incidents of chain-snatching and thefts have made the people panic-stricken. Necessary steps should be taken immediately to tackle the problem. Here are some suggestions in this regard. There should be patrolling by policemen, especially during evening hours. The number of policemen on night duty should be increased. The police party should be given a jeep to chase the culprits.

I hope you will try your level best to implement the suggestions given above to check the incidents of chain-snatching and thefts.

Yours faithfully,

ABC

Q. 29. (i) What is pronoun? Explain the types of pronoun. (ii) Describe the steps for improving command in English.

Ans. (i) Pronoun—A pronoun is used in place of a noun or nouns. Common pronouns include he, her, him, I, it, me, she, them, they, us and we.

Example:

Padma is a good athlete.

She is a good athlete. (The pronoun she replaces Padma)

Types of Pronoun

- 1. Subjective Pronouns :** A subjective pronoun acts as the subject of a sentence, it performs the action of the verb. The subjective pronouns are he, I, it, she, they, we, and you.

Example:

He spends ages looking out the window.

- 2. Objective Pronouns :** An objective pronoun acts as the object of a sentence, it receives the action of the verb. The objective pronouns are her, him, it, me, them, us, and you.

Example:

Cousin Anu gave me a trombone.

3. **Interrogative Pronouns** : An interrogative pronoun is used in a question. It helps to ask about something. The interrogative pronouns are what, which, who, whom, and compound words ending in "ever," such as whatever, whichever, whoever, and whomever.

Example:

What on earth is that?

4. **Possessive Pronouns** : A possessive pronoun tells you who owns something. The possessive pronouns are hers, his, its, mine, ours, theirs, and yours.

Example:

The white car is **mine**.

5. **Demonstrative Pronouns** : A demonstrative pronoun points out a noun. The demonstrative pronouns are that, these, this, and those.

Example:

That is a good idea.

6. **Personal Pronouns** : The personal pronouns are I, you, he, she, it, we, they, and who. More often than not they replace nouns representing people. When most people think of pronouns, it is the personal pronouns that usually spring to mind.

Example:

We can't all be heroes because somebody has to sit on the curb and clap as **they** go by.

7. **Reflexive Pronouns** : A reflexive pronoun refers back to the subject of a sentence. The reflexive pronouns are herself, himself, itself, myself, ourselves, themselves, and ourselves.

Example:

I learned a lot about **myself** at summer camp.

8. **Relative Pronouns** : A relative pronoun introduces a clause, or part of a sentence, that describes a noun. The relative pronouns are that, which, who, and whom.

Example:

You should bring the book **that** you love most.

9. **Indefinite Pronouns** : An indefinite pronoun refers to an indefinite, or general, person or thing. Indefinite pronouns

include all, any, both, each, everyone, few, many, neither, none, nothing, several, some, and somebody.

Example:

Many like salsa with their chips.

10. **Intensive Pronouns** : An intensive pronoun emphasizes its antecedent (the noun that comes before it). The intensive pronouns are herself, himself, itself, myself, ourselves, themselves, and yourselves.

Example:

I **myself** don't like eggs.

UNIT-IV

Q. 30. (i) What do you understand by communication psychology?

(ii) How does language affects behaviour?

(iii) How can you handle oral communication?

Ans. By communication psychology we mean the study of human behaviour that affects the communication processes as well as communication that affects human behaviour. Most people do respond positively to messages that will meet their particular needs of particular times. In other words, our needs determine our reaction to the message. To be a successful communicator one should be able to determine the needs of the people to whom you are communicating futhermore, you should also be able to discern the affects of your communication through you body and language. The principles of communication psychology are as follows :

- Needs to determine behaviour in the communication process.

- Body language determines behavioural pattern.

- Verbal language determines behavioural pattern.

(ii) The words we use can make us behave in different ways.

To communicate successfully, we must remember that words are only symbols to which people add meaning. Two people may interpret the same word differently.

(iii) Oral communication with people from other cultures is more difficult to handle than written communication. Some transactions can not be handled without face to face communication. There are

always chances misunderstanding in oral communication. Be conscious of the non-verbal messages that you may be sending or receiving. To overcome the barriers we can keep in mind following points :

1. Keep an open mind. Don't stereo type that other person or react with pre-concerned ideas. Regard the person as an individual first.
2. Be conscious of other persons customs. Expect him or her to have different values, beliefs, expectations and manners.
3. Try to be aware of unintentional meaning of your words.
4. At the end of conversation, clarify with other person what has been said.

Q. 31. Explain the advantages and disadvantages of oral/verbal communication.

Ans. Advantages of Oral Communication—

1. **Immediate Feedback :** The biggest advantage of oral communication is that it provides immediate feedback to both the sender and the receiver. The speaker can immediately understand the reaction of receiver.
2. **Time Saving :** Oral communication is very fast. It saves the times involved in writing the message.
3. **Economical :** Oral communication saves the money spent on stationery in an organization.
4. **Personal Touch :** Oral communication builds upon healthy climate in the organization by bringing superiors and subordinates closer.
5. **Flexibility :** Oral communication provides an opportunity to the speaker to correct himself and make himself clear by changing his voice, tone etc.
6. **Secrecy :** Oral message can be more easily kept confidential than written message.
7. **Group Communication :** Oral communication is extremely useful for communicating with groups in meeting, conference, etc.

Disadvantages of Oral Communication—

1. **Poor Retention :** The listener cannot retain oral message in his memory for a long time. The speaker himself may not recall what he actually said.

2. **No Record** : Oral communication provides no record for future reference. In the absence of record oral message have no legal validity.
3. **Misunderstanding** : Oral communications are likely to be misunderstood due to poor vocal expression and voice.
4. **Lack of Responsibilities** : Oral messages are not recorded. Therefore, it become difficult to hold persons responsible for mistakes, in accuracy and in oral communication.
5. **Time Consuming** : Oral communication may not always be time saving. Some time meetings continue for a long time without arriving at any satisfactory conclusion.
6. **Lengthy Message** : Oral Communication is not suitable for transmitting lengthy message. Some parts of vital importance are more likely to be missed when lengthy explanation is required.

Q. 32. (i) After a number of tests and interview, when the candidate is selected, He/she may not be that perfect. Justify this statement.

(ii) Write the points of preparation for attending the interview.

Ans. (i) Unfortunately, there is not much correlation between interviewing well and actually doing the job well. For this reason, experts now advise that tests become a longer part of the interview process. Computers have been suggested to answer multiple-choice questions based on the job description and corporate style. Applicant tend to be more honest with a computer than with human interviewers when asked about such things as their goals and preferences.

However, interviews allow employees to decide, how a prospective employee fits into the company. Employment interviews may be the most intense and dynamic.

(ii) You should give positive clues to the interviewer such as punctuality, neat physical appearance, cheerful expression, pleasant manners, presence of mind, positive attitude and clear and confident voice. Some more points are as follows :

1. Be brief and spontaneous in your response.
2. Support your views with nature and rational arguments.

3. Be honest in referring to events, situations and experiences.
4. Listen carefully to the interviewer's questions, statements and comments.
5. Speak in a conversational style.
6. Exhibit-outmost courtesy both in manners and speech.
7. Do not give excessive details.
8. Avoid long pauses while speaking.
9. Do not keep smiling all the time.
10. Do not make any dis-respectful remarks of people with whom you have worked.

Q. 33. Explain the type of Interview.

Ans. Types of Interview are—

1. **Screening Interview :** This type of interview is generally conducted by larger companies when there is a large applicant pool and is typically the first phase of selection. Screening interviews are used to ensure that the candidates meet minimum requirements and are often conducted by an interviewer from the human resources department who is skilled at determining whether there is anything that might disqualify you from the position.
2. **Telephone Interview :** Telephone interviews are often used to screen candidates in order to narrow the pool of applicants who will be invited for in person interviews and is a good way to minimize travel expenses. This can be challenging because you aren't able to rely on nonverbal communication or body language.
3. **Video Conferencing :** Video conferencing is typically used to conduct interviews using video technology from a distance. The same interview strategies you would use if you were in meeting with person apply - clothing, body language, and dialogues are important.
4. **The Mealtime interview :** Particularly when your job requires interpersonal acuity, companies want to know what you are like in a social setting. Are you relaxed and charming? The mealtime interview is important when companies want to observe not only how you handle a work, but also how you treat your host, any other guest and the serving staff.

5. **One-on-One Interview** : The most common interview format is the one-on-one (i.e., face-to-face). This interview is conducted by a direct supervisor and is often the last step in a series of interviews. The interviewer may or may not be experienced in conducting interviews and, depending on personality and experience.
6. **Panel Interview** : A panel interview is conducted by two or more interviewers and is designed to reduce individual interviewer bias. One member of the panel may ask all of the questions or individual panel member may take turns.
7. **The Stress Interview** : Astounding as this is, the Greek hazing system has made its way into professional interviews. Either employers view the stress interview as a genuine way of determining candidates' suitability for a position. You might be held in the waiting room for an hour before the interviewer greets you. You might face long silences or cold stares. The interviewer might openly challenge your beliefs or judgment. You might be called upon to perform an impossible task. Insults and miscommunication are common. All this is designed to see whether you have the guts to withstand the company culture, the clients or other potential stress.
8. **The Informational Interview** : During an informational interview, the jobseeker and employer exchange information and get to know one another better without reference to a specific job opening.
9. **Group Interview** : A group interview occurs when several candidates for a position are interviewed simultaneously. Group interviews offer employers a sense of your leadership potential and style. Candidates may also be asked to solve a problem together which allows interviewers to assess candidate's skills in action (e.g. teamwork).
10. **Sequential/Serial Interview** : A sequential interview is conducted by two or more interviewers, separately or in sequence. The candidate either moves from one location to another or stays in one room and while different interviewers join them. At the end of the process, the

interviewers meet to evaluate each applicant and make their decision.

11. **General Group Interview/Information Session** : This approach is intended to save time and ensure applicants to understand the basics of the job and organization by providing large amounts of information. This process is usually followed by an individual interview.
12. **The Meandering Style** : This interview type, usually used by inexperienced interviewers, relies on you to lead the discussion. The interviewer might ask you another broad, open-ended question before falling into silence.
13. **The Directive Style** : Sometimes companies use this rigid format to ensure parity between interviewers; when interviewers ask each candidate the same series of questions, they can more readily compare the results. Directive interviewers rely upon their own questions and methods to tease from you what they wish to know.
14. **The Follow-up Interview** : Companies bring candidates back for second and sometimes third or fourth interviews for a number of reasons. Sometimes they just want to confirm that you are the amazing worker they first thought you to be. Sometimes they are having difficulty deciding between a short-list of candidates. Other times, the interviewer's supervisor or other decision makers in the company want to gain a sense of you before signing a hiring decision.

The second interview could go in a variety of directions, and you must prepare for each of them. When meeting with the same person again.

Q. 34. (i) Explain how you will develop the listening skill?

(ii) State the ineffective listening styles.

Ans. (i) For effective listening skill one has to develop a listening virtual. Making an audible announcement of your willingness creates an environment of respect and dignity and helps your communicating partner realise their message is welcomed.

Managing the physical environment means cleaning all that is lying on your desk or table may cause any kind of distraction. We can not remove/cut listening distraction, but we can surely eliminate

the physical distraction around us. This would help in increasing your awareness.

Making internal commitment to listen is far the most important step in being an effective listener.

In addition to managing the physical environment, you must manage your physical readiness to listen. The non verbal messages that you send via your body could encourage, inhibit them.

(ii) **There are at least four ineffective styles of listening as follows :**

1. The "missing-in-action" listener.
2. The "distracted" listener
3. The "Selective" listener
4. The "Contentious" listener

You could become a "missing-in-action" listener if you have little interest in what is being said to you. It is as though the communication does not exist. It is not the question of misunderstanding the communication, you just don't hear it. A person might go missing in action if they feel unable to understand a complex message. The "Distracted" listening is a functional style of listening, when someone is listening while reading, writing or pursuing some other activity common behaviour of distracted listener is to repeatedly glance at the watch. This indicates impatience. One can become a distracted listener when one is under pressure, stress or unwilling or unable to show down your thought.

In the "Selective" style of listening, the listener listens only what he wants to listen. It can be either positively or negatively included.

A "contentious" listener is one who uses a combat or negatively aggressive listening style. These listeners are always on a war path and listen only to find points of disagreement. They listen only to reject. They are determined to disagree emotions such as fear, anger, jealousy often result in combative listening patterns.

Q. 35. Describe the principles of listening.

Ans. Principles of listening—Important things you should know about the art of listening :

1. **Make Eye Contact :** If you don't look at the person while they're speaking, you give them the impression that you don't care what they say. In essence, it appears as though you don't even care about them.

2. **Don't Interrupt** : Let the person speak uninterrupted. To master the art of listening you need to halt any good thoughts that come to mind and let the person say everything they need to say. Often times people simply need someone to talk to, not someone who will butt in and give their own thoughts and opinions. The goal is to shine the attention on them, not you.
3. **Practice "Active Listening"** : The art of listening isn't simply about staying silence 100% of the time, it's also about asking questions. These questions are for clarification or for further explanation so that you can fully understand what the speaker is telling you.
4. **Listen To Non-Verbal Communication** : About 60-75% of our communication is non-verbal. That's a lot! In order to know whether to encourage the speaker, to open yourself more, or to be more supportive in your approach, it's essential to know what the person's body is saying.
5. **Create A Suitable Environment** : It can be really difficult to listen to another person when the TV is screaming, your phone (specially mobiles call, message tones, whatsapp tones) is buzzing and there are thousands of cars passing by. When you remove all of these disturbances and find a quiet place to sit down and listen, it's much easier to listen gently with an open mind and whole heart.
6. **Show You Understand** : Another great way to show that you understand what the person is telling you is to nod.
7. **Listen Without Thinking** : In other words, listen without forming responses in your mind. Be wholehearted and listen to the entire message.
8. **Listen Without Judgement** : To effectively master the art of listening it's extremely important to withhold any negative evaluations or judgements. Make it your goal to be open minded 100% of the time.
9. **Observe Other People** : If you're really serious about mastering the art of listening, why not observe other people? One of the best ways to become a better listener is to observe the way people interact with each other, and

all the irritating and rude things they do. Create an "annoying habit" checklist, and see if you do any. If you're brave enough, you can even ask someone you trust about what they like and dislike about the way you interact with others in conversation.

Q. 36. Write the guidelines for Interview and Interviewer.

Ans. Guidelines for interview—The key to success in an interview is not one's experience, grades, extra curricular attitude, but one's attitude. To rise above others with better experience, grades or skills, a highly positive work attitude is required. There are various aspects for preparing for interview:

1. **Preparation of resume :** A resume is a written record of a candidate's education and past and present occupation, prepared when applying for a job.
2. **Personal attributes :** One needs to analyse one's own hard and soft skills, strengths weakness, attitude, likes and dislikes, knowing yourself or introspecting your qualities and skills is a very important step in the preparation of your job interview.
3. **Knowing the prospective employer :** You need to know that you wish to apply/have applied for. You can collect the information through the company website, annual report, brochures, news paper, magazines.
4. **Awareness of job description :** The nature of the job should be understood thoroughly. You can get an idea about the job profile from the company website.

Guidelines for Interviewer—

1. It is the prime most duty of interviewer to create a healthy, comfortable and relaxed environment for the interviewee.
2. No difficult or prompt questions should be asked in the beginning. An interview must start with an introduction, how did you come to know about this job, family background etc.
3. Resume itself reveals and describes the lacking part of candidate. If experience training, other skills are lacking. The interviewee should not be pin point that. After all he/she has been called after scrutinizing of resume. Moreover these days the candidate crosses through aptitude test and

group discussion round for reaching up to the stage of interview that means the person has some substantial qualities.

4. Irrelevant questions should not be asked.
5. Clear, honest and truthful-statements regarding the job, job description, rules and regulations, about organization should be told so that it becomes easy for the candidate to accept the terms and conditions.
6. Interviewer should not boast about the organization.

Q. 37. (i) Briefly discuss the barriers of listening.

(ii) How to overcome from the barriers of listening explain.

Ans. (i) The barriers of listening—

1. **Physical Barriers :** The listening process is more prone to disruption by physical distractions and disturbances such as physical discomfort, noise, or any other physical factor. Any external sound that interrupts the process of listening can be termed as physical noise. The listening process can also be easily disturbed by physical uneasiness since one cannot listen well if he is feeling physically tired or uneasy.
2. **Cultural Barriers :** Owing to an increasingly globalised world, the workplace is becoming more and more diverse and people from different cultures who inhabit the same space need to find ways to coexist and work well together. Each culture has its own set of customs, beliefs and standards when it comes to one-to-one interactions, and trying to communicate one's point across effectively to a person belonging to another culture can indeed be difficult. When a speaker and a listener belonging to different cultures communicate orally, the speaker may assign meanings to the message from one cultural frame of reference and the listener may assign meaning to it from another cultural frame of reference.
3. **Linguistic Barriers :** During oral communication, if the speaker and the listener speak different languages or different dialects of the same language, the message of the speaker could be improperly decoded by the listener and lead to confusion and mistakes in interpretation. In

such situations, the possibility of a communication breakdown occurrence is very high.

4. **Psychological Barriers** : Psychological problems, that is, problems resulting from an unstable state of mind, prove to be the most familiar hurdles to listening effectively. The activity of listening demands focus and a listener's unstable state of mind can obstruct it because an unstable mind results in lack of attention and interest. The listener's understanding of others' ideas is adversely influenced by the feeling of fear, anxiety, anger, sadness and frustration he is going through at the time of receiving the message or which are, in general, part of his psyche.

(ii) **Overcoming the Barriers in listening**—The method on which one can overcome obstructions to the listening process are—

1. **Maintain Eye Contact** : When a listener does not make eye contact with the speaker, it is an indication that he is not interested in what the speaker is saying. In order to support the speaker, the listener must make it a point to maintain eye contact with him.
2. **Notice Body Language** : Non-verbal cues such as the listener's alert posture, or the listener's regularly nodding his head in acknowledgement of what the speaker is saying, or the suitable facial expressions of the listener in reaction to the message the speaker is conveying are crucial to indicate to the speaker that the listener is paying attention to him.
3. **Avoid Gestures of Distraction** : Actions such as repeatedly looking at the time in his watch or a clock close by, glancing at a newspaper, rearranging the bundle of papers, fiddling with a pen, doodling and other distractions on the part of the listener should definitely be avoided if he has to show a speaker that he is listening to him intently.
4. **Respect Pauses or Silence** : Any good speaker would like to give himself sometime to think before he speaks; therefore, he may often pause during his speech. The listener must not fall into the trap of interrupting the speaker during these moments of silence.

5. **Respond Honestly** : When genuinely asked for his response, the listener should answer honestly if he wants something rewarding to emerge out of the discussion.
6. **Do not be Prejudiced** : Listeners should keep aside personal prejudices about the speaker or his views and should analyse the subject matter of his speech on its own merit.
7. **Remain Impartial** : The listener should not get too emotionally carried away by the content of the speaker's speech. He should not react instantly to what the speaker has said and make his comments when the speaker has finished and is ready to listen to his audience.
8. **Acknowledge what the Speaker is Saying in Different Ways** : Responses from the listener such as "Yes" or "I see" or the listener's nodding his head while the speaker is talking tells the speaker that he is being understood. They do not necessarily mean that the listener agrees with the speaker on every count but just that the former is paying attention to what is being said by the latter.
9. **Do not be Afraid to Ask Questions** : A good listener always has the questions to ask the speaker, after regular intervals of time since listening closely to the speaker will definitely generate issues which needs to be clarified for proper understanding.
10. **Make the Speaker Comfortable** : The listener should let the speaker know, through his mental and physical attitude, that he is an attentive listener. Doing so will make the speaker comfortable in the listener's presence and he will be able to talk more freely.

UNIT-V

Q. 38. Explain the advantages and disadvantages of different modes of Electronic Media.

Ans. Advantages and disadvantages of different modes of Electronic Media— The media which uses electronic energy to transmit information to the end user is called electronic media. It appears as TV, radio, internet, computer etc. Electronic Media Advertising plays significant role in the marketing campaign. Also it is more effective than others.

1. Television : With rapid growth of information technology and electronic media, television has topped the list among the media of advertising. TV has the most effective impact as it appeals to both eye and the ear. Products can be shown, their uses can be demonstrated and their utilities can be told over television. Just like radio, advertisements are shown in TV during short breaks and there are also sponsored programmes by advertisers.

Advantages : It is most effective as it has an audio-visual impact. TV advertising has a lasting impact. With varieties of channels and programmes advertisers have a lot of choice to select the channel and time to advertise. With regional channels coming up any person even illiterates can watch the advertisements and understood it by seeing and hearing.

Limitations : TV advertisements are usually expensive to prepare as well as to telecast. With almost every manufacturer trying to communicate their message through TV advertising the impact among the viewers is also reducing. Now-a-days people are switching on channels whenever there is a commercial break.

2. Radio Advertising : In radio there are short breaks during transmission of any programme which is filled by advertisements of products and services. Commercial radio stations make most of their revenue selling "airtime" to advertisers.

Advantages : It is more effective as people hear it on a regular basis. It is also useful to illiterates, who can not read and write. There are places where newspapers reading may not possible, but you can hear radio.

Limitation : A regular listener may remember what he has heard. But, occasional listeners tend to forget what they have heard in Radio. The message that any advertisement wants to communicate may not be proper as there is no chance to hear it again immediately.

There may be some other disturbances that distort communication. In comparison to Television, Radio is less effective as it lacks visual impact.

3. Internet : Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Online ads are delivered by an ad server. Examples of online advertising include contextual ads that appear on search engine results pages, banner

ads, in text ads, Social network advertising, online classified advertising advertising networks and e-mail marketing, including e-mail spam.

Advantages :

- (i) Information from all over the world is made available at the doorsteps.
- (ii) User can see the advertisement at their own time and as per their requirement.

Limitations : It is not accessible without a computer. It is not very suitable for general public. It is not suitable for illeterates and those having no knowledge about the operation of Internet.

Q. 39. Explain the advantages and disadvantages of Power Point Presentation.

Ans. Power Point Presentation—Power Point presentation is a powerful presentation software that has changed the way people present ideas and information to an audience. With just a few clicks and keystrokes, you can add graphics, text, audio, video and animation to a slide show. Customized presentations can be saved and modified as needed and used again as needs arise.

Advantages of power point presentation—If time, quality or convenience is a factor, Power Point has definite advantages over traditional visual aid

1. **Educational Setting Advantages :** In the classroom, PowerPoint's ability to integrate sound, animation and video in a slide show can capture the attention of media and video-savvy students.
Text in a PowerPoint is easier to read than notes on a blackboard. Teachers can have greater flexibility in presenting lessons, which can be used repeatedly and modified as needed to different classes.
2. **Time Saving and Ease of Use :** If you were to create a slide presentation with old-school visual aids such as chalkboards, overhead projectors or hand-drawn illustrations, it would be time consuming.
Power Point's user-friendly functions can create slides in quick order for those who might not be creatively-inclined or who might not have even considered using visual aids in the past.

3. **Dissemination of Information and Sharing :** Power Point has the ability to create a handout version of your slide presentation. Your print options are full-size slides or multiple pages on a page. This allows the audience to retain a hard copy of your information and draw upon it for future reference.

The Power Point presentation can also be sent electronically through email for computer users who prefer to have a copy on their hard drive.

Disadvantages of Power Point Presentation—Power Point slides can enhance the quality of presentations. However, many people don't know how to effectively create PowerPoint slides. The power point has following disadvantages:

1. **Time-Consuming :** Creating compelling PowerPoint slides can be a time-consuming job compared to creating an overhead projected presentation, a whiteboard or other visuals.
2. **Distractions :** PowerPoint slides can be a distraction when too much emphasis is placed on visuals, animations and transitions, rather than on the presentation's message. Features such as animation, background images and font choice can distract the audience from information in the presentation.
3. **Loss of Flexibility :** PowerPoint presentations are disadvantageous when the presenter is overly dependent on the slides.
4. **Loss of Intimacy :** Maintaining eye contact with the audience can be difficult in a semi-dark room. A noisy computer fan can also cause the presenter trouble in effectively communicating with his audience.
5. **Unexpected Technical Difficulties :** Unexpected technical difficulties can occur during or before a PowerPoint presentation. Network connections and electrical problems can prevent PowerPoint slides from being displayed. Computer viruses can account for slides being erased in preparation for or even during the presentation itself.

6. **Mistakes** : A factual or grammatical error exposed during the presentation cannot be visually edited. This slide could invariably pose a distraction to the audience. What appears on the slides is not always what appears in the presentation. The shades of color and font types shown on your computer screen are not necessarily as they will display in your presentation.

Q. 40. Write an application to the personnel manager R.K. Industries, Aligarh Kanpur for the post of a secretary.

Ans.

From :

Saket Sharma,
101, Sarita Vihar
Khurja (Buland Shahar)

To

Personnel Manager,
R.K. Industries,

Sir,

Sub : Application for the post of a Secretary

In response to your advertisement in The Hindustan Times of 10th August for the post of a secretary, I offer myself as a candidate. I may state that I have the requisite qualifications and experience as desired in the advertisement. I enclose my bio-data for your consideration.

I would appreciate your giving me a chance to be interviewed. I would be glad to give you further proof of my suitability for the post at the time of personnel interview.

Yours faithfully,
Saket Sharma

BIODATA

Name : Saket Sharma
Address : 101, Sarita Vihar, Khurja, (Buland Sahar)
Qualifications : 1. Since 2003 along with my job I have been attending various short duration courses such as 'Public Speaking', personnel management etc.
2. Passed Certificate Course in Secretarial practice in 2003.

3. Passed B.A. (Hons.) in Economics from Delhi University in 2001.
4. Passed All India Senior Sec. from Force Central school. New Delhi in 1998 in First Division, with 75 percent marks.

Experience :/ I have been working as an assistant in S.S. India

Salary Expected : Rs. 20,000 p.m.

Personal Details

Age : 25

Marital Status: Married

References : (1) Prof. G.P. Walia H.O.D. Electrical R.R. college, Delhi
(2) Mr. Pradeep Pandey, Senior Manager, S.S. Industries, Gaziabad (U.P.)

Q. 41. Write an application for the post of lecturer in a college and attach your resume also.

Ans. 430/E-21

Vaishali Nagar
Jaipur
The Principal
Bright College
Guargaon

Sub. : Application for the post of lecturer in a college:

Dear Sir,

In response to your advertisement in The Employment News of May 15 for the post of lecturer of History in your reputed college, I give below for your kind persual my bio-data highlighting qualifications and experience.

RESUME

Name : Manoj Verma

Date of Forth : 29th Sept, 1982

Address : Delhi

Marital Status : Unmarried

Sex : Male

Qualifications : 1. Passed B.A. in History from Delhi University, in 2000 with 1st division.

- Experience :
2. Passed M.A. in History from Delhi University, in 2002 with 1st division.
 3. Passed M.Phil in History, (Medieval period as a specialization), Delhi University obtaining 1st class.
 1. Teaching experience in Modi College as a temporary lecturer for three years.
 2. At present I am teaching at Ramjas College as a temporary lecturer.

Kindly favour me by giving the job and I assure you, Sir, if I am given a chance to serve your college, I will work hard and give my best to the college.

Thanking You,

Yours faithfully
Manoj Verma

Q. 42. Write a job application for Marketing Manager.

Ans.

Shashi prabha
34A, Kalkaji
New Delhi
February 24, 2018
The personnel manager
Human Resource Departments
ACME Corporation
IIT. Road
New Delhi
Respected Sir/Madam

Job Application request for position of "Marketing manager".

I am an aspirant management professional done MBA in marketing management from ITM (Institute for technology management) Pune, after completing MCA from Jaipur. I was associated for two major marketing projects at Reliance petrochemical, Mumbai.

I would take it as privilege, if get to associate my self with your specimen organization to give better pace to my career. As I firmly believe that this would give immense exposure and a perfect platform to get glimpse of corporate world.

I Sincerely wish to add value to the organization with full dedication.

My enclosed resume provides additional information regarding my education, training, experience, skills, achievements and references.

I look forward to hearing from you

Thank you

Yours sincerely,

Shashi Prabha

Enclosure : Resume

Q. 43. Write your Resume for a computer company assuming you have done BCA.

Ans. :

Daksh Kumar
E-33, Bank Colony, Udaipur
9460000.dk@gmail.com

Professional Objective : To work in a challenging environment demanding all my skills and effects to explore and adapt myself in different fields and realize my potential.

Work Experience : Web Developer August 2011-till dele Honeywell, Gurgaon Hariyana

Education : BCA from NIIT Jaipur (2008-2011)
Senior secondary CBSE Jaipur 2008

Skills : Knowledge of computer languages
Expert in web designing.

Accomplishments : Developed an orientation program for freshmen
Developed new quality standards for better quality preference.

Competence : Leader ship quality, communication skills excellent highly adaptive team spirit.

Personal Details

Address :
DOB :
Place :

Date :

Signature

□□□

