



GAUHATI UNIVERSITY

Institute of Distance and Open Learning

B.Com First Semester
(Ability Enhancement Compulsory Course)

Paper: BCM-AE-1014

Business Communication

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BUSINESS COMMUNICATION
(Medium- English)



Contents:

- Unit 1: Introduction**
- Unit 2: Business Correspondence**
- Unit 3: Report Writing**
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UNIT-1: INTRODUCTION

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1.1 Introduction

Have you ever noticed how the bees dance? How dogs and cats make different kinds of sounds? Have you ever pondered on what they try to convey by the act of dance and making sounds? Why do the birds chirp? Why do you send an emoji in an SMS to your friend? The fact is that these are the means of communication. The bees and ants convey information about the sources of food by their movements. The dogs, cats and the birds express their feelings by making such sounds. If you notice, there is a certain pattern of making such sounds and movements which is mutually intelligible to their kind. There are unlimited ranges and varieties of communication of different kinds of animals. For human beings, there is a primacy of sound or speech in communication. Apart from making sounds into speech patterns, we also write by using symbols, paint by using colours, use sign-language by using gestures in a certain pattern, create and use emojis etc. to communicate about ourselves to each other.

Communication means a process of sharing ideas, beliefs, opinion, information, knowledge, messages, feelings, experiences etc. through certain signs and acts. The word 'communication' is derived from Latin '*communis*' which means 'common', 'commonality' etc. The other Latin words with similar meanings and connotations are- *communicare*, *communico*, *communis* etc. The aim of communication is establishing commonality, that is, to build, to improve and to sustain human relationships in a community. Language is the basic tool for human communication- be it written or spoken. Our communication can be symbolic and codified. In fact, communication involves understanding the symbols of a code-system which makes it a meaning-sharing activity. The system of communication is commonly developed, organized and recognized by all the members of a community. Communication, thereby, becomes a fabric of the society as it generates understanding and eliminates doubts.

Communication is a universal process. The need for communication is essential for us as we are social animals. We communicate with the help of our basic five senses acting upon our environment. Just like human beings, animals too, communicate through their sounds, smells, different movements etc. Human beings, apart from making oral communication, also communicate through other media, such as, pictures, graphs, writings, paintings and so on.

Communication depends on our socio-economic and cultural environments. We grew up learning to communicate according to the pattern of communication followed in our environment. Our social structures and economic conditions give rise to certain cultural structures and cultural orientations that condition us to communicate in our community.

Self Asking Questions-1

1. How do you address your elders?
2. List the words that are used to address women in your community. What do they reflect about your culture?

Our basic communication can be formal and informal. When we communicate with our boss, customers, institutions etc. we make formal communication. We call it formal as it follows a form or norm of communication. Communication is structured and controlled in a formal situation depending upon the hierarchical position of the communicators. On the other

hand, in an informal situation, communication is unstructured and often spontaneous. And we do not care much for the rules of communication or social hierarchy. Our conversation with our friends in our leisure time is informal communication.

In a business organization, communication has a very crucial place as business involves transactions between many and different kinds of people. The business product has to reach the target consumer for which transaction of information and message take place at multiple levels with varied objectives.

Stop to Consider

Have you ever noticed the type of signs on the roads for vehicles? Do you know why are they given? The signs on the roadside are to provide information to the riders. They are of different types, such as, mandatory signs or regulatory signs, warning signs, guiding signs, emergency management signs etc. In India, we have multilingual road signs. Our traffic police men mostly use hand-signals.

1.2 Objectives:

In this Unit, we will try to understand what communication means and how it works in our life. Communication is not a linear or simple process; rather, it is a very complex one. We resort to different types and forms of communication depending on our needs and choices as well as various socio-cultural contexts. For example, greeting in English is of different forms depending on the time of addressing, the social hierarchy, gender and so on. Here we will try to understand how communication functions to fulfill our different needs and what and how our communication faces barriers. Our discussion will involve different theories on communication. This will disclose the issues and complexities of communication.

The objectives in this unit are-

1. understanding communication, it's process and models;
2. understanding the need and functions of communication;
3. understanding the different complexities involved in communication.

Communication acts as **information-provider**. We require information constantly to survive and to grow, and communication keeps us informed about our environment. We can take advantage of the information to decide on our course of action so that the society can function effectively, smoothly and harmoniously. Our collective and harmonious existence is dependent on proper and effective communication. It develops a consensus that is required for a harmonious society. It acts as an instrument to enlighten us, to entertain us and to enhance our creativity so that we live life in a better way.

Our communication is **symbolic** in nature. For example, the symbol ◻ indicates a wheel or flower depending on the context of its use; an arrow mark like this → indicates direction; a symbol like this on the road-side || may indicate straight road; ☺ indicates smile and ♥ symbolizes love. Our physical gestures also are symbolic in communication when we use them to convey messages. Performative arts like the classical dances convey meanings through the physical embodiment of meaning in the movements and bodily enactment. **Our language is also symbolic**. Our speech is symbolic of the meaning that we want to convey-meaning that is encoded in the message of the speech. Here, we symbolize or translate our external experiences and inner feelings into a sound pattern (speech) in our language. Our writings symbolically represent our speech. Each written word is a symbol of some sounds of a speech. The letter 'B' stands for the sound /b/. Again, the sound /□/ is the symbolic representation of the sound /ch/ as in *chakra*, choke etc. From the semiotic point of view, language is also considered as a system of signs. The word 'signification' is important here. The signs signify meaning. Ferdinand de Saussure, the father of Semiotics, considered the relationship between a sign and a signifier arbitrary. This means that the meaning attached to a sign or symbol is not fixed or intrinsic. The use of signs depends on their contexts of use for meaning-making. The same symbol or sign may convey different meanings/messages in different contexts. Meaning-making is a socio-cultural and shared activity of a community and it is the socio-cultural contexts that decide the meaning of the messages conveyed. With the changes in the contexts and development in the communities, the ways of using the symbols/signs, too, change. Communication, thus, is **context-dependent**. We decide what to communicate and what meanings to decipher depending upon the situation and context of a communication act. The way we address a person in India is different from the way it is done in the USA. The way we greet people in India is different from many other countries; some shake hands, some fold the hands, some kiss while some even spit to wish good luck. Therefore, communication is also **culture-specific**. The symbol ☼ may have different

meanings in different cultures. Some of the symbols are used globally, e.g. ♪, £ which have the same meaning everywhere. Nonetheless, such a consensus of understanding is developed to eliminate misunderstanding and promote better communication.

Stop to Consider

Have you ever thought of how we understand the meanings of metaphors in a literary language? A metaphor is figure of speech. It is a rhetorical use of language that is representational and symbolically represents meaning. We understand the meaning of a metaphor by making comparison between objects which are apparently unrelated.

Self-Asking Questions-2

What are the different symbols used for international monetary transactions?

.....

1.3 Nature of Communication:

Communication predominantly involves **exchange or sharing**. Therefore, it is **interactional** and **transactional** in nature as it involves transmitting and transmutation of messages or information. Communication involved statement and its response/s. if you ask something to someone and the person does not respond, then, that too is considered as a response. Silence is a part of communication though, in the commonly accepted practice in society, we expect people to respond to our communication. Albeit, there are scopes and chances of miscommunication or **communication failure** due to certain factors which will be discussed later in this unit. Such factors are considered barriers to communication.

A significant nature of communication is that, it is **dynamic and progressive**. Once started, an act of communication cannot be reverted. We can only move forward with further communication. It is like a chain of acts in response to each other of the participants involved in the communication act that can only move further. In case of a communication failure, we rephrase, re-define and repair our input and output; these are, however, further progression of a communication act.

Communication is made for certain functions and objectives; therefore, it is **goal-driven**. The primary goal of communication is sharing information. We can use communication for instruction, persuasion, debate, discussion and so on. For entertainment and mental refreshment, too, we resort to communication. Psychological counselling is basically dependent on a conversation for healing mental agony, pain and such other elements. The objective and the goal of communication decide the content, manner and the course of communication. A communication act can be terminated, substituted or renewed depending upon its success or failure - that is, the level of fulfillment of its goals.

Communication is the agent and instrument of our cultural life. It promotes culture and values as it defines, elaborates and explains the cultural value-system of a community and transmits the same to the generations. Our cultural life is transmuted through communication. Therefore, naturally communication is a **vehicle of the culture** of a society and the nature of communication in society is fairly conformist to the culture of it.

The nature of business communication is goal-oriented as it has to promote advertising, marketing and service organization. In a business organization, there are multiple layers of communication practices between the boss and the subordinates, the service-managers and workers, sell-agents and customers and so on. Different stakeholders participate in business communications at different levels depending on the requirements and objectives of an organization. The basic function here is unifying and connecting people for a goal-oriented venture. Effectiveness of business communication is important in terms of the goal-fulfillment of the organization. Each business organization develops its own communication culture following its objectives for a target audience.

Check Your Progress-1

Answer the questions:

1. What is a sign?
2. What are the different contexts that can arise in business communication?
3. What type of goals a business organization has that requires communication?

1.4 Process of Communication:

While communicating in human communication, our cognitive and metacognitive traits are involved and employed to understand the meaning, and frame meaning in a process of communication to convey. Our cognitive traits help us to process or understand the message of the input in a communication act. It helps to deduce the meaning and recombine it in a sequence with other elements required to understand the message (e.g. knowledge of the language). It helps in the contextualization of the message. It helps in understanding the symbols and in inferencing a message/meaning. Our metacognitive traits assist us to frame what we could do to respond to the input that we receive. In other words, the metacognitive traits regulate one's output in communication. It acts as an advance organizer. It helps us to direct our attention so that the irrelevant input can be ignored. It helps in understanding the conditions of communication in a particular context, thereby, also structures and regulates our communication. It enables us to consciously decide how to respond to a message in a particular situation. Both the metacognitive and cognitive traits help us to monitor and repair our output in communication.

We often **filter** the information/message that reaches us. This act of filtering depends on our individual and personal factors as a communicator. We process the input, filter it, store it in our memory and recall it when required. **Individual differences** of the communicators influence the process of communication. One filters and processes the inputs and outputs depending on one's age and physical capability (soundness of the vital organs required to communicate), mental soundness (psychological factors), mood and emotional tendencies (affective factors), previous experiences, cultural orientation, intention of communication and so on. People employ different styles and strategies to communicate. Socio-affective factors influence our communication a lot.

Communication is a process of interchange or transaction which essentially involves the participation of two parties- the sender and the receiver. The sender of a message and the receiver of it are the major participants. Therefore, communication is a two-way process. One encodes a message in a communication code for decoding the meaning by the receiver of the message. The process of communication involves the 4 Ws and 1 H, namely,

Who- the sender

Whom (to)- the receiver

What –the message

What effect- objective

How- through what medium/channel.

The sender is the source of the message. Depending upon the target receiver and the objective of the communication (information, instruction or entertainment etc.) the sender decides upon the message and the channel of communication. The final destination of communication is the receiver or the audience. Aggarwal & Gupta, (2002:16) pointed out three factors for the production of the message, namely, the code, the content and the treatment. "Message is a set of codes that has its own meaning to the communicator and the receiver....A code can be defined as group of symbols that can be structured in a meaningful way. Languages are codes, which contain elements – sounds, letters, words, etc. Music is a code, which has notes, syntax, etc. Any form that communicates requires a code." (ibid). Treatment or manner of use of the message influence and regulate the effectiveness of the communication. Appropriateness of both the content and treatment are important for achieving the desired effectiveness of the message.

The background or the context of communication is also an important factor in the process of communication. The contexts help to determine the meaning of a message. For example, the greeting "Good Morning" can connote different meanings depending on the contexts of its use. The meaning may differ from a simple wish to a sarcastic tease for someone who gets up late.

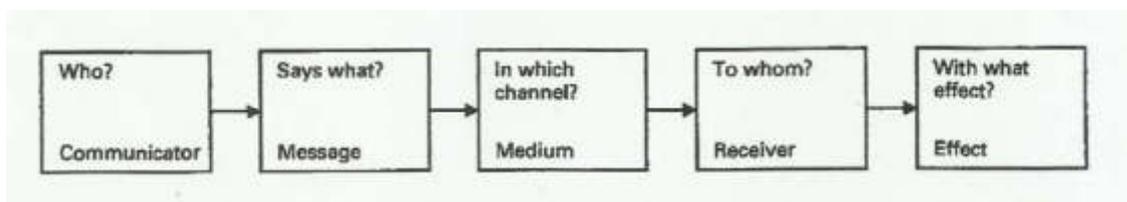
Self Asking Questions-3

1. How do you communicate through a landline telephone? What are the different components used in such kind of communication?
2. What are the problems that you face while communicating through a landline telephone?
3. Do you notice any difference between you and your best friend in your manner of communication over the phone?

There are many models of communication that describe the components and the process of communication. The models give a description of how the different constituent parts are interlinked and play their respective parts in meaning-making. The first-ever model that could be named is the **Aristotelian model** (named after Aristotle and his treatise

Rhetoric) which is mostly related to rhetoric and face to face mode of communication. This is a one-way model. The components of this model are - the speaker, the speech and the audience. The speaker sends the message to the audience. The objective was to persuade the audience with powerful and convincing rhetoric or speech. **Harold D. Lasswell's** model of communication surrounds around certain questions. He mentions that, "A convenient way to describe an act of communication is to answer the following questions:

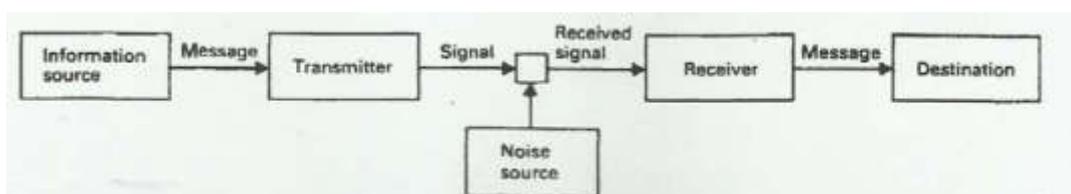
Who?
 Says what?
 In which channel?
 To whom?
 With what effect?" (in McQuail and Windahl, 1993:13)



Laswell' Model as given in McQuail and Windahl, 1993:13

The element of effect holds a central place for the objective and result of the process of communication in Lasswell's model.

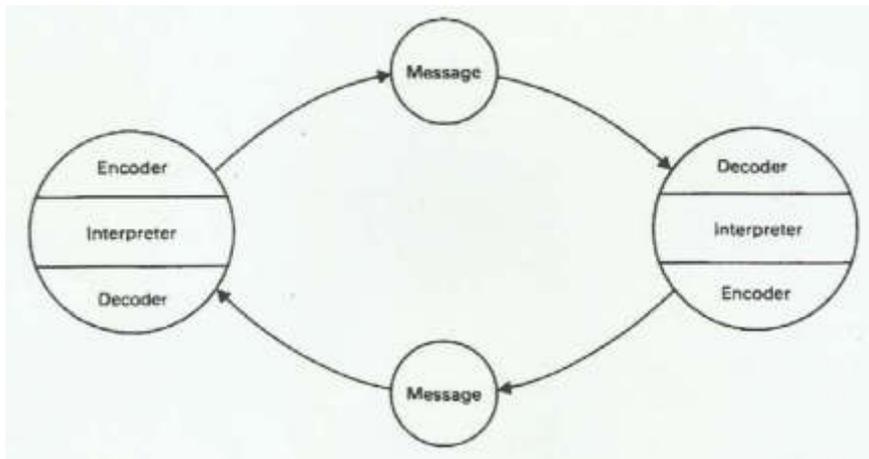
One of the most cited models is the **Mathematical model** of **Claude Shannon** and **Warren Weaver**. Shannon focuses on- "Which kind of communication channel can bring through the maximum amount of signals? How much of a transmitted signal will be destroyed by noise while travelling from transmitter to receiver?" (McQuail and Windahl, 1993:16). "Communication is here described as a linear, one-way process. The model states five functions to be performed and notes one dysfunctional factor, noise." (ibid, pg.17). Shannon and Weaver based their model on technological communication. Therefore, they placed 'Transmitter' as the channel/medium of sending information from the source. The message here is converted into signals that meant to be transmitted through a transmitter.



Shannon and Weaver's Model as given in McQuail and Windahl, 1993:17

An important contribution of these two thinkers is that they have added 'Noise' as an essential component of the communication process. Noise in Communication Studies refers to anything that interferes with the process of communication. Noise can affect meaning-making tremendously. 'Noise' can occur at any level and any part (such as- the sender, channel, the receiver etc.) of the communication process. 'Noise' can be caused by a technical sound of the technology used, or certain personality or cultural factors of both the sender and the receiver that can affect communication.

Wilber Schramm and **Charles Osgood** have developed further on the communication model of Shannon and Weaver. Their model is known as the **Cyclic** model of communication. Schramm and Osgood suggested that communication is circular in nature. This model indicates that the sender and receiver share a dynamic interrelationship by sending and receiving messages to and from each other. It is, thus, progressive, continuous and subjected to changes. This model is particularly important for us to understand the process of interpersonal communication.



Osgood and Schramm's Circular model as given in McQuail and Windahl, 1993:19

Theodore Newcomb's **Triangular model** is based on the social relationships which require mainly interpersonal communication. Here the communicator, the receiver and the organization or community to which they belong- all three form a triangular relationship interconnected with each other and interdependent. This model focuses on how important communication is for sharing information in a polity or community. The role of communication in bringing togetherness and commonality is stressed here.

Newcomb's model was further extended by **Bruce Westley and M. S. MacLean**. They introduced the concept of 'gatekeeper' in the communication model. They put forward the idea that a message has to pass through several blocks before reaching the target audience finally. Here messages are received from several senders which are monitored and filtered before transmitting to the audience. For example, in a newspaper organization, several reporters send various reports which are filtered and edited by several gatekeepers like the editors, sub-editors, proof-readers etc. before they are finally sent to the readers.

Another important model is **George Gerbner's General Purpose Model** which related messages to 'reality'. It questions the perceptions about meaning. It structures communication as a process with two alternative dimensions- 1. The perceptual or receptive dimension and the communicating or the means and control dimension. The interaction between the receiver and the message negotiate meaning-making in this model. The role of one's culture and the context is important in such negotiation of meaning.

The **Bullet model** was developed during the World War-II. Here communication is seen as a magic bullet that could transfer information from one to another automatically. The receiver is seen as a passive recipient of the message who accepts whatever is shot at her/him. However, this model does not fold much importance for inter-personal and face-to-face communication. Although, transmissions by TV and radio have a similar mode of communication where the viewers/audience have to watch/listen to whatever is shot at them by the channels.

Check Your Progress-2

Answer the questions:

1. What do you mean by the Ws in Lasswell's model of communication?
2. What is 'noise'?
3. How is communication filtered?

1.5 Types of Communication:

Based on the components and manner of communication, it is divided into different categories. They are-

Intra-personal communication

Interpersonal communication

Group communication

Mass communication

Intra-personal communication: You must have heard a lot about Hamlet's soliloquy in Shakespeare's play *Hamlet*. Here the character speaks to himself. We all do such acts which are intrapersonal communication. It is also called auto-communication (auto meaning *self*) as one communicates to and listens to one's own self; the inner voices that come out as speech or 'think aloud' form intrapersonal communication.

Interpersonal communication: This type of communication involves two individuals. It can be both in a formal or informal situation. Here one can get immediate feedback from the

respondent/receiver. In case of face to face interpersonal communication, along with the verbal speech, gestures, movements, even eye-movement can play important roles.

Group communication: Your Whatsapp group with limited friends forms group communication. In group communication, a selected and limited number of people who form a group communicate with each other. Here people exchange information for some common interest. Messages are meant for only the group members. Group communication can help in collective decision making, but it can be ineffective if there are differences and disparity among the group members. A seminar is an example of group communication.

Mass communication: Mass communication is an open public communication targeted to be received by the mass. Information through mass media reaches a large number of people simultaneously at the same time across a wide zone. The audience is heterogeneous and mostly anonymous. TV, radio, newspaper, internet, films etc. cater to mass communication. Mass communication has a wider reach and accessibility than the other forms of communication.

Stop to Consider

In our daily life, we mostly make informal and face-to-face communication. However, with the development of technology, we are becoming more dependent on electronic media. The website <statista.com> reports that, in 2018, there were 483 million internet users in India which also makes India the second largest on-line market in the world.

Self-Asking Questions-4

1. What type of information do you get from each type of communication?
2. How does that information help you to be an informed citizen?

1.6 Importance of Communication:

Communication is basic for our survival. Communication is meant to sustain the system of society. The society has the following functional requirements as a form of the system:

1. *A System of Communication*: A system through which people could exchange symbols and thus propagate learning at a much accelerated rate.
2. *A System of Production*: To create goods and services both for their needs and for barter and exchange.
3. *System of Defence* (sic): To protect their domain against intruders.
4. *System of Member Replacement*: Sufficient to counteract disease and other elements of member destruction.
5. *System of Social Control*: To maintain order in society.

(Aggarwal & Gupta, 2002:6)

It can be observed that for all types of that are systems listed here, communication is required. Communication helps in **devising** and **maintaining** the systems so that they can function effectively. For example, in a business organization, communication between

different stake-holders helps to gather data and thereby facilitate effective decision-making for the promotion of business.

First of all, communication is required for **information**. Information is power in today's age. A well-informed person can be a good decision-maker for the well-being of the community. Communication is also required for collective decision-making. Information and communication regarding natural calamities can help in preparing for saving people. Information can also help people to make healthy debate and discussion and foster **mutual understanding** and **consensus**. Debate and discussion are considered essential for a democratic polity.

Communication is also used for **instruction**. This helps in socializing and disciplining the society. In fact, our society functions because of the instructions that it receives from the different stakeholders. Our parents, teachers, different institutions to which we belong all instruct us to increase our **knowledge** and **experience**. This is how we socialize and grow up. It also helps in growing a healthy and disciplined personality.

Communication is also a means of **recreation** and **entertainment**. Stories, jokes, cartoons, films, comedy etc. appeal to our humour and lighten our pain. Happiness is crucial for a healthy life. Thus, communication plays a positive role in our life. Positive entertainment can shape people's **spiritual** and **mental health**.

Check Your Progress-3

Answer the following-

1. What is the role of communication in maintaining a system of social control?
2. How does communication help in reducing misunderstanding and foster harmony in society?
3. How does communication help in maintaining a sound mental health?

In today's world, the whole world is connected due to communication. No part of the world is unconnected with the other parts. Technology has enabled wider communication making people global citizens. However, misuse of communication and information may give rise to propaganda, bias, stereotyping, suspicion and mistrust. In today's world, there is an increasing anxiety about fake news and propaganda as they are dividing people and communities by creating misunderstanding. Biased and fake news of violence, crime, pornography etc. are increasingly challenging the stability of our society and disturbing the very fabric of social harmony. Following the use of individual cell-phones, people are increasingly becoming solitary and lonely. Dangerous and hazardous apps and games on the online media is pushing people to indulge in bizarre and unnatural acts including committing suicide. We come across news of hacking information of one country by the miscreants of another country which are threatening power-balance and enmity among the nations. Therefore, communication should follow a well-defined ethical line for disbursing information in a fair and objective manner.

Self-Asking Questions-5

1. How is fake news creating disharmony in society?
2. List the words from the newspaper that display stereotyping of communities?
What will you suggest to replace those words to avoid biased representation?

Stop to Consider

As the number of the users of electronic media has been increasing, there are also certain the hazardous use of that. <health.usnews.com> reports that children nowadays spend 7 hours on electronic media which is more than the time of their school and also their sleep. This affects one's physical and mental health. India is not untouched by such trends.

1.7 Different forms of Communication:

Communication can be verbal and non-verbal. **Verbal communication** is made by speech. Our vocal organs produce different kinds of sounds which we frame into a pattern to produce meaningful chunks of sounds to convey meaning. Verbal communication also called oral communication. Listening is an essential part of oral/verbal communication. Listening helps us identify the sounds, their patterns of use to understand the meaning. Without the capability of listening, one cannot develop speech, because we learn speech by imitating the sounds that we hear around us. Story-telling is an example of oral/verbal communication. The announcements that you hear in the railway stations are also made verbally and transmitted through microphones. Greeting, bargaining in the shops, lecturing in a classroom or meeting friends in a party involves verbal communication. In fact, most of our daily communication is made as verbal conversations. Linguistic stress-pattern, rhythm, intonation, voice modulation etc. impact verbal communication.

Non-Verbal communication involves all other kinds of communication which are not verbal. Examples of non-verbal communication can be gestures, bodily movements and even visuals. The hand movements made by traffic police is a kind of non-verbal communication. **Visual communication** involves seeing. We watch films, read the newspaper, see the road signs, watch dances- they are all visual communications. For the deaf and dumb people, a sign language is developed which is a mode of visual communication. Again, for the visually impaired people, brail is used which is "read" by touching the etched letters which is also a non-verbal mode of communication. A video clip or a film may have both verbal and non-verbal components. Graphic patterns, representational aspects of visibility, knowledge of the background and discourse are important to understand visual communication.

Self-Asking Questions-6

1. What kind of communication is made in a classical dance performance?
2. What are the distinct features of communication through sign language and brail writing?
3. List the type of communication you make in a day. Mark them as verbal, non-verbal and visual.

1.8 Barriers to Communication:

Causes:

Barriers are those elements that interfere with communication and obstruct understanding. Some of the barriers take place due to "lack of communication environment or a common frame of reference, noise, badly coded messages, disturbance in transmission channels, mistrust between the sender and the receiver, different perception of reality and vagueness about the objectives achieved" (Aggarwal & Gupta: 2002: 17). The context of communication in a social setting provides a common frame of reference. Communication can be effective if both the sender and the receiver share the same set of reference. This involves the norms and forms of communication. Cultural contexts and social behaviour also can cause barriers to communication. 'Noise' is an important obstacle. Noise can be technical as well as semantic. Technical noise may occur in the channel, the sender, the receiver (though it can be unintended by the sender) while semantic noise occurs due to problems in decoding the meaning. A badly coded message may contain both errors and noise. If there is a lack of mutual trust between the participants, then communication will be reduced to an empty meaningless exercise. The intended objective of communication will never be achieved. Similarly, personality factors, intellectual capability, physical and mental disability, differences of perception etc. can also create barriers to communication. Lippman has listed the communication barriers as- artificial censorship, limitation of social contact, meager availability of time for paying attention, distortions (due to compressing/shortening messages), difficulty of making small vocabulary to express a big, complicated word, and fear of facing those facts which seem to threaten established routine of men's lives. Similarly, Gallup has listed the causes of communication barriers as- complexity of ideas, factors of differences from accustomed patterns, competition with prevailing ideas, issues of demonstration and proof, vested interests, gap between the objective and its fulfillment, level of frequency for retention of idea etc. (compiled from Aggarwala & Gupta, 2002: 19, citing Cutlip and Centre, *Effective Public Relations*. Prentice Hall, 1971).

Self-Asking Questions-7

1. In what circumstances, do you edit the messages sent to your friend on Face Book?
2. Why do you get glitches when you talk to someone over the phone?
3. Have you ever tried to speak on a topic about which you don't know anything?
What are the problems that you face in such a situation?

1.8.1 Linguistic Barriers:

Have you ever heard the terms laparotomy, rhinoplasty, cauterize, atelectasis? How are they pronounced? Do you know their meanings? These are some terms used in medical science which are not commonly known to or used by everybody. If one uses the term in a common conversation then many would not understand the meaning. In each language, there are certain sounds, words and patterns of syntactic and semantic structure that are different from other languages. Linguistic barriers are the barriers caused by sound and pronunciation, lexicon and registers, syntax, dialectic variations etc. Many people do not understand the sound pattern of a language. Some people may have problems in pronunciation due to physical deformity or psychological imbalance. Some of the sounds of one language do not occur in other languages. For example, the sound /ɔ/ does not occur in the Assamese language; it is often replaced by the sound /o/ by the native Assamese speaker. Such utterances can cause barriers to communication. Similarly, certain words of one language do not occur in other languages. In many cases, even the synonyms and equivalent words are not available. Cultural terms and different professional registers often confuse the common user of a language. For example, the physicians often use the terms that we have mentioned in the beginning of this paragraph which a common person would not use. The context of the use of a language also is significant. A language-based communication between two participants proficient in a language may still fail due to a lack of knowledge of the contexts of the use of the language. The contexts can be social, political and cultural.

1.8.2 Psychological Barriers:

It can be noted that due to fatigue, stress, fear etc. also we mispronounce and mix language items which too can cause communication barriers. These feelings act as filters that hinder communication. Some people may have a particular choice of using a language in their own way which may be confusing to others. Some unpleasant experiences of the past can also create mental barriers to understand some messages without bias. Attitude and perception towards the sender and the sender's language can also be the issues that cause barriers. Many people have a low level of **ambiguity tolerance** which hinders communication. Low retention capacity of one's memory also can hinder communication.

1.8.3 Interpersonal Barriers:

This is basically regarding the **lack of the skill of socializing**. The social norms and the setting of communication as well the **relationship** between the participants are the factors that can hinder communication. **Lack of interest and emotional attachment** to the message of communication can badly affect it. If the participants of a communication act do not have a keenness to receive a message from each other and respond to it then communication failure would occur. Along with the socio-cultural factors, one's **affective factors** also may cause barriers. Our feelings towards the sender or receiver of the message may hinder or facilitate communication. Again, **lack of knowledge** of the topic of communication will hamper it. Aristotle stressed on **truth** as a basic quality of rhetoric. One can communicate truthfully if one has a conviction about the truth of the argument/topic, and for that, one has to have sufficient knowledge about the content of the message.

1.8.4 Cultural Barriers:

Cultural barriers may be called meta-lingual obstacles. But one has to remember at the same time, that both communication and language are intertwined with the culture in which they are used. Thwaites et al (2005: 2) mention that, "Culture is the site of production of meanings, not the expression of meaning which exists elsewhere. Meanings come about in and through social relations, those among people, groups, classes, institutions, structures and things. And because they are produced, circulated and are exchanged within the social world, these meanings are *never entirely fixed*." Here the context of communication is fundamental for effective communication. Cultural barriers can be caused by the issues of **cultural discourse** involving social status and hierarchy, gendered roles, belief system, cultural practices, traditions etc as different cultures are structured upon different ideologies and belief-system. **Lack of knowledge of the culture** of the participants and that of the context in communication would certainly create barriers leading to misunderstanding. Besides, our **subjective, biased and stereotyping attitudes** towards the participants of another culture or community may impact meaning-making and meaning-sharing. Communication, to be effective, has to be appropriate in terms of the subject/content, codes and norms.

1.8.5 Physical Barriers:

Keval J. Kumar (2012: 31) has noted four kinds of physical barriers. They are-

1. **The Competing Stimulus** in the form of another conversation around the environment of communication can cause a barrier. This act as distracters and noise. If you talk to someone far in a market place, your voice may not even reach your addressee due to the noise caused by the other people there.
2. **Environmental Stress** in the physical condition of the environment of communication can cause barriers. Low light, poor ventilation, high temperature, unhygienic condition, low auditory mechanism, lack of proper and required facilities etc. can badly impact communication. A poor environmental condition causes discomfort, stress and anxiety that affect communication.
3. **Subjective Stress** is related to one's own condition as a communicator. Fatigue, ill health, mood, bitter experiences, fear etc. can cause barriers in decoding and encoding messages. You must have heard about 'slip of tongue' or 'slip of pen' which distort meanings. These are results of a lack of concentration due to mental disturbance and distractions.
4. **Ignorance of the medium** is another cause. Each medium has a structured code to be followed for effective communication. In oral communication, the tone, stress, intonation etc. express meanings. Similarly, in visual communication, the graphic structures, shape, size, colour etc. convey meanings. If the participants are not familiar with the codes of the medium, then it would cause a barrier. You might have noticed that many of us cannot use sign-language as we do not have any knowledge of it.

1.8.6 Organisational Barriers:

This consists of the barriers caused by the structures of an organization in which communication takes place. You must have heard about 'red-tape' delay in processing office files in many organizations. This happens as the communication has to move through different blocks at different levels. In a news organization also similar barriers can take place as a news item goes through editing processes at many levels.

Check Your Progress-4

Answer the following:

1. Give examples of each kind of barriers of communication from your experience.

If proper cautions are taken then the effect of the barriers can be minimized and eliminated. Aggarwala and Gupta (2002:21-22) have further deliberated upon the 7 C's of communication for a communication to be successful. They are-

Credibility ("a climate of belief")

Context

Content

Clarity

Continuity and consistency

Channels

Capability of Audience.

A communication act should consider these to be successful and effective.

1.9 Summing Up:

Communication is a vital means for the survival and progress of the human race. Communication establishes commonality and harmony. Communication is bound to the contexts. It is also subjected to the socio-cultural structure of a community. The barriers of communication hinder proper meaning-making and give rise to misunderstanding, bias stereotyping and disharmony. Effective communication helps human being grow both individually and socially. Business organizations resort to different modes of communication to promote a good relationship with the consumers and which in turn promotes business and services.

1.10 Keywords:

Ambiguity tolerance: It is a quality of openness towards the information that may be contradictory to one's personal beliefs and perception.

Aristotle: He was a famous Greek philosopher.

Cognitive and metacognitive traits: These are psychological/mental traits that help in assessing and understanding communication inputs (information) and help to plan/design the output as a response.

Ferdinand De Saussure: A famous Swiss linguist who is known as the father of semiotics.

Discourse: It is related to the structure and power relations in the society (that is also represented in/by the language).

Filter: Processing information in such a way that all the information does not pass through to our mind.

Rhetoric: A famous treatise of Aristotle that deals with eloquence and rhetoric.

Sign: Sign is a key concept in semiotics that means anything that signifies something.

Semiotics: It is the study of signs.

1.11 References and Suggested Reading:

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1.12 Model Questions:

- i. Define communication.
- ii. How does the culture of a society play a role in meaning-making?
- iii. What are the different types of communication?
- iv. What are the barriers of communication? How are they caused?
- v. How can communication be effective?

1.13 Answer to Check Your Progress:

Check Your Progress-1

Answer the questions:

4. What is a sign?

Ans. A sign produces meanings. A sign has the ability to invoke content as its referential function.

5. What are the different contexts that can arise in business communication?

Ans. In a business organization, communication can take place in the contexts of communication within the organization involving the management as well as outside the organization involving the consumers and other bodies.

6. What type of goals a business organization has that requires communication?

Ans. The goals of communication in a business organization are- firstly, to create a product, and, then to market it. It has to ensure that the product gets a profitable

marketing and it retains the same in the long run ensuring service-satisfaction of the customers/consumers.

Check Your Progress-2

Answer the questions:

4. What do you mean by the Ws in Lasswell's model of communication?

Ans.

“Who?
Says what?
In which channel?
To whom?
With what effect?”

5. What is 'noise'?

Ans. 'Noise' is anything that affects communication.

6. How is communication filtered?

Ans. Communication as a process moves through many blocks. Each block filters the original message of the source to make it suitable for the audience according to the objective of communication.

Check Your Progress-3

Answer the following-

4. What is the role of communication in maintaining a system of social control?

Ans. To maintain social control, communication is made to the different stakeholders and members of the society regarding the principles and policies, rules and regulations and various other required information.

5. How does communication help in reducing misunderstanding and foster harmony in society?

Ans. Lack of proper communication creates bias, stereotypes, misunderstanding etc. Communication can help eliminate those with proper information and foster harmony.

6. How does communication help in maintaining a sound mental health?

Ans. We can share our mental agony, fear and apprehensions through communication and get proper remedy to our mental anxiety and stress. Besides, communication also helps in entertainment that refreshes our mind.

Check Your Progress-4

Answer the following:

2. Give examples of each kind of barriers of communication from your experience.

(Some examples are given here for your reference.)

Linguistic barrier- e.g. I am not habituated to the native-like accent of English language, hence there are hindrances in understanding BBC news.

Psychological barrier- e.g. I cannot concentrate when fatigued, hence, do not hear clearly.

Interpersonal Barriers- e. g. I do not like my authoritarian colleague; I do not want to listen to her.

Cultural barrier- e. g. I do not like to drink, hence, I don't like to toast.

Physical barrier- e.g. I missed some important part of the lecture as some people were talking behind and the microphone, too, did not work properly.

Organisational barrier- e.g. My application is still on the desk of the manager; she has to consult some lawyers to be clear about the rules before she approves it.

1.14. Possible answers for SAQ:

Self Asking Questions-1

1. How do you address your elders?

Ans. We address our elders with respect and honour as a matter of our culture and tradition.

2. List the words that are used to address women in your community. What do they reflect about your culture?

Ans. Devi ji, Sushree, Srimati etc. are used in Hindi to address women which shows respect for women in the culture of that linguistic community.

Self-Asking Questions-2

3. What are the different symbols used for international monetary transactions?

Ans. ¥ is used for Japanese Yen, € is used for Euro, £ is used for UK Pound and \$ is used for US Dollar.

Self Asking Questions-3

4. How do you communicate through a landline telephone? What are the different components used in such kind of communication?

Ans. We dial a number to connect and it rings on the other side when connected. We can speak once the receiver is picked up and we hear a “hello” from the other side. The land-line connection has a telephone, a receiver, a line for electronic transmission of the sounds and another telephone on the other end to connect.

5. What are the problems that you face while communicating through a landline telephone?

Ans. We hear glitches, technical sounds, cross-connections, call drop etc.

6. Do you notice any difference between you and your best friend in your manner of communication over the phone?

Ans. My friend introduces herself first when she speaks over the phone and ensures that the connection is well-established but I directly ask for the person with whom I want to communicate without introducing myself.

Self-Asking Questions-4

7. What type of information do you get from each type of communication?

Ans.

- i. **Intra-personal** communication- I clarify my thoughts and ideas;
- ii. **Interpersonal** communication- I make friends.
- iii. **Group** communication- I get class-notes and job-information from my peer-group.
- iv. **Mass** communication- I get entertainment.

8. How does that information help you to be an informed citizen?

Ans. I know about my rights and responsibilities as a citizen of the country. I know about the important decisions and policies of the government.

Self-Asking Questions-5

9. How is fake news creating disharmony in society?

Ans. Fake news and propaganda are creating bias, mistrust and suspicion which are causing threats our social fabric and communal harmony.

10. List the words from the newspaper that display stereotyping of communities? What will you suggest to replace those words to avoid biased representation?

Ans. Reuters has stopped using the word ‘terrorist’ which is replaced by ‘attacker.’ By doing so, it tries to assert that the attackers are unable to terrorize people which symbolizes a moral victory of people over violence.

Self-Asking Questions-6

11. What kind of communication is made in a classical dance performance?

Ans. It is a non-verbal communication having bodily enactment of messages expressed through the *mudras*.

12. What are the distinct features of communication through sign language and brail writing?

Ans. Sign language is used for communication with the people who cannot speak. Brail writing is used for the visually impaired people.

13. List the type of communication you make in a day. Mark them as verbal, non-verbal and visual.

Verbal: Talking to mom

Non-verbal: Hand signal to my dog.

Visual: Writing the shopping in the form of a painting

Self-Asking Questions-7

14. In what circumstances, do you edit the messages sent to your friend on Face Book?

Ans. In case of spelling errors, incomprehensible expression, opinionated message and hateful comments, I edit my messages and comments.

15. Why do you get glitches when you talk to someone over the phone?

Ans. It is due to poor network signal, technical problems of the device etc.

16. Have you ever tried to speak on a topic about which you don't know anything? What are the problems that you face in such a situation?

Ans. Not knowing what to say, I mumbled a lot while speaking. I could not follow the issues and so, I could not participate spontaneously in the discussion.

UNIT 2 BUSINESS CORRESPONDENCE

Contents:

- 2.1 Introduction**
- 2.2 Objectives**
- 2.3 Written Business Communication**
- 2.4 Inviting quotations**
- 2.5 Sending quotations**
- 2.6 Inviting tenders**
- 2.7 Sales letter**
- 2.8 Order letters**
- 2.9 Claims and adjustments letters**
- 2.10 Memorandum**
- 2.11 Meetings**
- 2.12 Job application letter**
- 2.13 Model Questions**
- 2.14 Summing Up**
- 2.15 References & Suggested Readings**

2.1 Introduction:

Writing effectively is a significant business asset. The role of a modern manager as a communicator is immense. Managers take the responsibility to carry convincing written messages to assist the increase of the company's sales and profits. They also maintain public relations work to better the image of the company by endorsing excellent relations with the customers.

2.2 Objectives:

This unit will help you:

- to understand the importance of business letters and their presentation
- to understand the different types of business letters
- to write effective memorandum
- to write effective and well organised notices, agenda and minutes
- to write effective job application letters
- to prepare a well-structured resume

2.3 Written Business Communication:

Business correspondence form an important and integral part of any business organization. It is a convenient means to reach out to people within the organisation, customers and also to relevant people outside the organisation. Business letters provide a permanent documentation which is a necessity in effective free and fair business set ups. Written evidence avoids any kind of future disputes. In case of any legal disputes, a letter signed by a responsible official becomes an important and a valuable evidence in a court of law. It also facilitates the development of organised and well developed messages among communicators. The messages can be written, read and reviewed at the convenience of the communicators. They require careful and methodical preparation. Care also has to be taken to cater to the sensitivity of the audience while preparing the written messages. Oral messages may be forgotten but written messages serve as a permanent record. Therefore, utmost care has to be taken to document a written message.

Stop to Consider

Business letters promote business. They can influence and persuade the receiver. They serve as legal proofs in disputes. They serve as the backbone of all business activities.

The parts of a letter:

Business letters follow a format. The essential components of the letter are:

- a. Heading or return address
- b. Dateline
- c. Inside address
- d. Salutation
- e. Body of the letter or message
- f. Complimentary close
- g. Signature block

a. Heading or return address

The heading consists of the name and the full postal address of the business organisation of the sender which can ensure a prompt reply. The traditional letter format has the heading written in the middle of the page following a closed punctuation system whereas in the block format, it is written on the left hand side with an open punctuation system.

Example of heading or return address in block format:

M/s Shah and Company

Publishers and Booksellers

165 Goregaon Lane Malad West, Mumbai-400 064

If the letter is written on a Letterhead then this is not repeated as the letterhead bears the information like the name and an address, and the logo or corporate design.

b. Date line

The position of the date line is written according to the type of letter writing format that is being used. The traditional format has the date written on the right hand side of the page while in the block format, the date is written on the left hand side of the page. The date line serves the purpose of filing of letters and also it provides a record of the correspondence.

Example of date line:

24 July 2019

c. Inside address

The inside address is the address of the receiver. In both the traditional and block format the inside address is written on the left hand side of the page. In the block format the inside address is written below the date line. The inside address in the traditional format has a closed punctuation system while the block format has an open punctuation system. The importance of the inside address is that it helps filing easier. It also gives convenient reference for future correspondence.

Example of inside address:

M/s Rinki Bernard

Wellness House

Paltan Bazaar

Guwahati-781001

d. Salutation

The writer opens the letter with a complimentary greeting which is called salutation. It is placed below the inside address. The nature of the salutation depends on the relationship of the sender and the receiver.

Example of salutation:

Informal: Dear Rohan, Dear Ms. Bansal

Formal: Dear Madam, Dear Sir

These days if you know the name of the receiver, salutations like ‘Dear Ms. Bansal’ is acceptable in formal correspondence too. It is appreciated because it makes the receiver feel that the sender is not too ‘impersonal’.

e. Body of the letter or message

The body of the letter is the message that the sender wants to communicate to the receiver of the letter. It can be divided into opening paragraph, middle paragraph and closing paragraph. The opening paragraph introduces the reader to the topic of the letter and it is written below the salutation line. The middle paragraph consists of the main message of the letter and conveys the full business information with the required proposition which is intended for the reader. The closing paragraph brings an end towards the proposition of the subject matter and finally, if required, it persuades the reader to take action on the suggested proposition. It closes with a suitable closing sentence.

f. Complimentary close

It is a polite way to end a letter. It is placed at the left hand bottom corner in the block form and to the right corner in the traditional form. It is written after the body of the letter.

Example of complimentary close:

Yours faithfully, Yours truly

g. Signature Block

The signature is usually handwritten. The signature block consists of the writer’s name, designation, department, the name of the company, etc.

Example:

Sd/- _____

Ravi Kumar

Manager

Kwality Stores

Stop to Consider

The parts of a letter are:

Heading or return address, Dateline, Inside address, Salutation, Body of the letter or message, Complimentary close, Signature block

Different types of Business Letters

2.4 Inviting Quotations:

Quotation letter is written to request quotations from manufacturers. Your requirements can be sent to the manufacturers and the quotations can be asked. This type of letter should be formal, brief and concise. It is also important to mention the mode of business you are doing and your requirements can be listed accordingly. A letter of quotation ranges from customer accepting or requesting a quote or the supplier sending the quote amount.

Sample: Inviting quotations (in Block form)

To

M/s Sunila Hardwares

Beltola

Guwahati-781004

12 June 2019

From

Meghalaya Automotives

Laitumkhrah

Shillong-793002

Subject: Requesting for quotation

Dear Mr. Mark

This is to bring to your kind notice that we do assembling of motorcycle parts. Our plant is situated in Barapani, Meghalaya. We are in urgent requirement of the following parts as given below:

1. Side mirrors-1600 pieces
2. Front lights-1400 pieces
3. Back lights-1400 pieces

Please send your company pricelist and other details of your products.

As we are in urgent need, your prompt action would be highly appreciated.

Yours truly

Ben John

Manager

Meghalaya Automotives

2.5 Sending quotations

Sample: Sending quotations (in Block form)

Sar Communications Limited

Salt Lake

Kolkata-783001

12 July 2019

Manager

Purchase Division

Tele Communications

Humayun Nagar

Kolkata-783007

Ref.: Terms and Quotations for Samsung J9

Dear Madam/ Sir

We would like to thank you for your inquiry of 7 July 2019. We are glad to enclose the following quotations of “Samsung J9”.

	Model	Battery	Price per set	Warranty
1.	Samsung J9	China	Rs.12000	1 year
2.	Samsung J9	Finland	Rs.11000	6 months
3.	Samsung J9	Hungary	Rs.11250	1 year

Our normal trade discount is 15% for 10 pieces and 25% for more than 1500 pieces at a time. We deliver it free of cost. We provide guarantee for our mobile set for 3 years.

If you have any queries you can write to us anytime.

Yours sincerely

Adnan Ahmed

Sales Manager

Sar Communications Limited

2.6 Inviting tenders

A tender is an official letter written by an organisation when a large quantity of goods is to be ordered. An invitation for tender is a formal invitation in the buying process to make an offer for the supply of goods and services. The tenders should be submitted in sealed covers. It should have specific date and time.

Sample: Inviting tender (in Block form)

Mhodel College

Salt Lake, Danbad-826124

Jharkhand

10 July 2019

To

Alam Electricals

AR colony, Dhanbad-826126

Jharkhand

Dear Sirs/Madams

Sub: Invitation to tender for ceiling fans and exhaust fans

1. A tender is invited for the above mentioned items to the specification as outlined in the attached documents. Enclosed documents are:
 - Document 1: Information and instructions on the tendering procedures
 - Document 2: The required specifications
 - Document 3: Lists of attachments
 - Document 4: Information to be provided by the tenderer
 - Document 5: Declaration to be provided by the tenderer
2. Please read the instructions on the tendering procedures carefully. Failure to comply with the procedures will make your tender invalid.
3. 2 copies of your tender must be received by the Administrative Officer, Model College no later than 10 August 2019. Late tenders will not be considered.
4. Please contact me if you have any questions regarding the tendering process.

Yours faithfully

Mr. A.P. Singh

Administrative Officer

Model College

Stop to Consider

Quotation letter is a business letter written to request quotations from manufacturers. It is also written to invite quotations from suppliers to send quotations for the required items. Quotation letters should be clear, concise and formal.

Check Your Progress

1. You are setting up a hair salon in Andheri (W), Mumbai and you urgently require equipment from Fashions, Mumbai. Invite quotations for the same.

2.7 Sales letter:

Sales letters are written to sell products. The objective of such letter is to enhance the sale of products or services. The techniques of persuasive communication are an important element in writing a sales letter. To get attention, sales letter often uses diagrams, pictures, graphics, etc. Sales gimmicks like gifts, lucky draw and contests may also be used to attract the customers. It is important to use short, simple sentences in a readable style to sustain the interest of the readers.

Sample: Promoting designer jewellery (in Block form)

Eta

Diamond Enterprises

Wallace Street

Mumbai-400001

Does your skin react adversely when you wear fashion jewellery?

If you have been suffering from skin rashes when wearing fashion jewellery, Eta designer jewellery will be a different experience.

Eta range of designer jewellery is specially designed for sensitive skin. It is made of quality stainless steel with platinum coating. It is free of any allergic reactions. The Eta has over 500 styles for you to choose from. You will find our Eta collections affordable, safe and fashionable. The prices start from Rs. 100 and we have designs for both men and women. The Eta comes with a lifetime guarantee.

You can look for Eta range of designer jewellery at selected outlets in your city or you can order online at www.etadjewellery.com.

Yours faithfully

Sd/

Sales Manager

Check Your Progress

1. Draft a Sales letter for the following:
 - i) A fuel efficient car
 - ii) A holiday package offered by a beach resort in Kerala

Self -Assessment Questions

1. Comment on the relevance of sales letter in business communication.
2. Write an effective and a catchy opening in sales letters for the following products:
 - i) A mobile phone
 - ii) A laptop computer
 - iii) High-Five leather Bags

2.8 Order letters:

An order for goods is a form of letter making a direct request. The important points to be taken into account while writing an order letter are: quantity, quality, packing, colour, terms of payment, price of goods, transport of goods , insurance and time of delivery. An enclosure of the samples and catalogue references can be provided along with the letter to avoid mistakes in fulfilling the order. If the items to be ordered are few, then it can be included in the body of the letter. When a large number of goods are to be ordered, an order form listing all the required items can be included as an enclosure. An order letter can be arranged in a logical manner so that the reader can easily comprehend it. It can begin with the number of units required along with the brand name, catalogue number, price and the terms of payment, mode of transport, delivery and insurance. The letter should be clear and concise.

Order form:

An order form is used when a variety of goods have to be ordered. Large firms usually have printed order forms for all business correspondence. It is numbered and is provided to the prospective buyers. The buyers have to simply fill in the details of the goods in the order form while placing the order.

Sample 1: Example of an order letter along with an order form:

The purchase manager of Hotel Irene has enclosed an order form along with the order letter in block form.

Hotel Irene

Opposite W store

Worli, Mumbai-400018

10 June 2019

Mr. Anil Sharma

Manager

Steel Mart

S.V. Road, Santacruz (E)

Mumbai-400054

Dear Sir

Subject: Order for Stylo Stainless Steel Cutlery range

We would like to order Stylo Stainless Steel Cutlery range shown in your catalogue. An order form with the order no. 3763 for the Stylo Stainless Steel Cutlery range has been enclosed.

We accept your offer of 25 percent discount on purchase of Rs. 11,000. We also accept the terms of payment, i.e., cash on delivery.

We would like to request you to deliver within two weeks of placing the order. We request you to acknowledge our order.

Yours faithfully

Sd/-

Purchase Manager

Encl.: Order form no. 3763

Order form

Hotel Irene

Opposite W store,

Worli, Mumbai-400018

Purchase order no. 3763

10 June 2019

Manager

Steel Mart

S.V. Road, Santacruz (E)

Mumbai-400054

Items are to be delivered to the above address.

Sl.no.	Item Description	Catalogue no.	Qty.	Price	Total (Rs.)
1.	Dinner knife	B57	120	Rs.20 each	2400
2.	Dinner fork	P488	140	Rs.20 each	2800
3.	Soup spoon	P64	130	Rs.18 each	2340
4.	Dessert spoon	R23	120	Rs.17 each	2040
5.	Teaspoon	B678	150	Rs. 20 each	3000
				Total	12580

Comments: 25% discount

Payment: Cash on delivery

Delivery: Within 2 weeks by transport.

Sd/-

Purchase Manager

Sample 2: Example of an order letter (in Block form)

Hanuman Furnishings

Police Bazaar, Shillong-793001

14 July 2019

The Marketing Manager

Fab Home Products

G.S. Road, Guwahati-781001

Dear Madam

Subject: Order for bed sheets

We thank you for your letter dated 1 July 2019 in response to our inquiry about the Welhome bed sheets.

Your prices and the terms of payment are acceptable to us and therefore we would like to place an order of 120 bed sheets of different designs that appear in your catalogue. (Product no. 23, 67, 13, 56, 98, 11, 17, 29)

We would like you to deliver within three weeks of the order and the payment will be on cash-on-delivery basis. We request you to send the consignment to the above mentioned address.

We shall order more in the near future. We request you to acknowledge our order.

Yours truly

Sd/-

Purchase Manager

Check Your Progress

1. You have received an order from a customer after the expiry of the period of the Firm's offer. Write a reply regretting your inability to execute the order.
2. Write to the Shillong Electrical Ltd. informing them that the geysers and room heaters ordered by them have been duly sent.

Self Assessment Questions

1. Why do you think an order form is important while placing an order?

2.9 Claims and adjustments letters:

The letters of claims and adjustments are written where a conflict can be seen between the writer and the reader. A skilful handling and an indirect approach is required to solve this kind of letters dealing with problems.

Claims: The transfer and delivery of orders are governed by contract agreed by both buyers and sellers. But sometimes there can be disputes in the business transactions. A claim letter makes an attempt to make the wrong right. It is usually written by the affected party and an attempt is made to draw the attention to the people responsible for the damage or defective goods or ineffective delivery or any service issues. A claim letter has two important objectives:

1. to achieve agreeable and satisfactory settlement of a claim
2. to maintain cordial relations between the buyer and the seller

A claim letter should be written keeping in mind that the claim would be granted and the problem will be resolved. Therefore, threats and allegations should be avoided. The structure of a claim letter can be given as: opening, description of the problem, explaining the facts, stating the nature of adjustment and conclusion.

Sample: Claiming compensation for defective goods (in Block form)

Hotel Pinehill
G.S. Road, Shillong
14 July 2019

The Sales Manager
Diamond Tiles Ltd.
Uzaan Bazaar
Guwahati-781002

Dear Sir

Subject: Sub-standard tiles supplied by your company. Invoice no. 56

We have bought tiles and paid the amount.... as per the agreement. However, the Sparx tiles supplied by your company on 21 January 2019 have developed some cracks in two of our hotel rooms as well as our hotel lounge. The tiles are chipped very easily and they look worn out. Your written warranty is of one year and also in the warranty it mentions that the tiles are scratch resistant and tough.

As the products have not lived up to the warranty period, we request you to refund the full purchase amount inclusive of the installation charges. We further request you to pay an additional amount of Rs.10000/- towards the renovation work which will be carried out to change the tiles.

We shall appreciate if you send someone to examine the defective tiles and take necessary action.

Yours faithfully
Sd/-
Purchase Manager

Adjustments:

An adjustment letter is written to resolve complaints raised by customer and ensure that justice is delivered in both the parties.

Sample: Letter of adjustment: (in Block form): Adjustment letter expressing regret and apology

Alka Mart

Crawford market

Mumbai-400014

10 July 2019

Ms. Angel Bhatt

Raymond Road

Andheri (W)

Mumbai-400065

Dear Madam

Re: Your order no. 45 dated 7 May 2019

We are extremely sorry that the leather material you ordered on 7 May 2019 was received too late. As a result, we were not able to supply the bags with the specifications mentioned within the stipulated time.

We have enclosed a refund cheque of Rs. 11,000 which includes the purchase amount as well as the costs for returning the order. You have mentioned that an additional amount of Rs. 1300 have been spent for a retail order.

We are very sorry to tell you that we cannot refund the additional amount you have spent for the retail order but we would like to give you a complimentary 3-metre sample of a newly introduced suede material.

We highly appreciate your understanding in resolving this matter. We sincerely hope that you will find our complimentary offer satisfactory.

Yours sincerely

Sd/-

Proprietor

Encl.: Cheque no. 345234 dated 10 July 2019

State Bank of India

Andheri (W) Branch

Mumbai

Check Your Progress

1. An educational CD distributed by Genius Communications to various schools in Guwahati and Shillong has been found to have bad picture

and audio quality. As the head of an educational institution, place a claim with the firm asking for either a replacement of the defective CDs within a fortnight or a refund of the payment.

2. Sparkle Steel Works Ltd. have received a complaint from Hotel Pinewalk, Mumbai-4, about the steel cutlery, which was found to have the wrong set of forks instead of those specified in the order. Draft a reply regretting the inconvenience and offering to redress by sending the correct set of forks.

Self Assessment Questions

1. Why do you think quick settlement of claims is necessary?
2. How do letters of claims and adjustments help business concerns and contribute in promoting goodwill and a healthy business environment?

2.10 Memorandum:

Memorandums also known as memo is a short message for inter office communication in a business establishment. Memos are used to communicate messages with a wide audience. It should be brief and concise. The message can be procedural changes, policy additions, meeting schedules, reminders for completion of work, etc.

Sample: Memo to set up a meeting

To: Trade Exhibition Team

From: A.C. Donald, Marketing Head

Subject: Trade Exhibition Return Meeting

After your return to work on Wednesday, 7 August 2019 from the trade exhibition, let us plan a meeting in the conference hall of our office at 3 p.m. We can discuss what worked well and what did not. Please come prepared with a well documented sales review. You can also give a constructive criticism on the marketing aspects of the exhibition. Thank you for your commendable work at the exhibition.

2.11 Meetings

A meeting is a democratic way of discussion and decision making. It is a coming together of a number of persons at a fixed time and place for discussion. Meetings are conducted with a fixed agenda.

Notice:

A meeting is called by giving notice to all the persons who are entitled to attend it. A notice is information given in advance to all the concerned persons detailing the time, place and date.

Agenda:

Agenda, with reference to a meeting means the items of business to be considered at a meeting. The meeting is conducted based on the agenda. The agenda is usually sent along with the notice of the meeting to enable the members to prepare for the meeting. The Secretary in consultation with the Chairperson should prepare the agenda for the meeting. It must be clear and precise. It must be written in reference to the future time. It may also contain draft resolutions which are to be passed in the meeting.

Minutes:

Minutes of meeting are written or recorded documentation to inform people of what happened during the meeting and what action or decision has been taken.

Sample 1: Notice of the first Board Meeting (Block form)

Meghalaya Computers Limited

Laitumkhrah Shillong-793004

28 July 2019

Notice is hereby given that the First Board Meeting of the company will be held at the registered office of the Company on 1 August 2019 at 11 a.m.

The agenda of the meeting is enclosed for your ready reference.

Sd/

Secretary

To

All concerned

Agenda for the first Board Meeting:

1. To elect the Chairperson of the meeting
2. To appoint the Board of Directors of the Company
3. To appoint the Chairperson of the Company
4. To appoint the Secretary
5. To appoint the Bankers
6. To authorise the use and operation of the Company bank account.
7. To consider the date and time of the next board meeting
8. To propose a vote of thanks

Minutes of the first Board Meeting

The first Meeting of the Board of Directors of the Meghalaya Computers Limited, Shillong was held at the registered office of the company on 1 August 2019 at 11 a.m.

The following Directors were present in the meeting:

1. Mr. G.S. Bhatt
2. Ms. A.N. Lyngdoh
3. Mr. S.V. Marak
4. Mr. R. P. Agarwal
5. Ms. E.A. Nongpluh

In attendance:

1. Mr. A.R. Pandey-Secretary Protem
2. Mr. C.B. Misra- Solicitor

The following points were discussed and decisions taken:

1. Chairperson of the meeting: Mr. R.P. Agarwal proposed and Ms. E.A. Nongpluh seconded: Ms. A.N. Lyngdoh was requested to take the chair.
2. Appointment of the Board of Directors of the company: The Secretary Protem informed that all the directors present had signed the acceptance of the office.
3. Appointment of the Chairperson of the Company: It was resolved: "That Ms. A.N. Lyngdoh be and is hereby elected as the Chairperson of the Company."

4. Appointment of the Secretary: It was resolved: “That Mr. A.R. Pandey-the Secretary Protem of the Company be and is hereby appointed as the Secretary of the company.”
5. Appointment of the Bankers: It was resolved: “That State Bank of India, Police Point Branch be and are hereby appointed as the bankers of the Company.”
6. Operation of the bank account: It was resolved: “That all the cheques drawn on behalf of the Company and all acceptances in its name be signed by the Chairperson, one of the Directors and Secretary. A copy of the resolution along with the specimen signatures of the Chairperson, the Directors and Secretary should be sent to the bank.”
7. The next meeting: The Secretary was directed to call the next meeting on 10 October 2019 at the registered office of the company at 3.00 p.m.
8. Vote of Thanks: The meeting ended with a vote of thanks to and by the Chair.

Place: Shillong

Sd/-

Chairperson

Dated: 1 August 2019

A.R.Pandey

A.N.Lyngdoh

Secretary

Check Your Progress

1. What is the function of a notice?
2. Draft a notice of a meeting of the Managers of the Green Kolkata Pvt. Ltd.
3. Write the minutes of the First Board Meeting of the Polo Group of Hotels, Shillong.

Self Assessment Questions

1. Why do you think agenda is important for a meeting?
2. Draft the minutes of a meeting for the re-appointment of a Director of a media company.

2.12 Job application letter:

Job application is a letter written by a person who is seeking a job. It is an important letter as it is through this letter that the career of a person is determined. Therefore, a job application letter has to be effective to influence and persuade the employer. Persuasion is a means to influence and impress the employer. It means to convince the

employer to call you for an interview. Therefore, you have to convince the prospective employer that you are eligible for the job. The job market is highly competitive. A large number of persons who are equally qualified compete for a job. Therefore, a job application letter has to be effective to attract the attention of the employer.

The basic idea of a job application letter is attributed to a sales letter. In a sales letter, selling of a product takes place but in case of a job application letter, the writer has to sell her/ his services and qualifications to the employer. The main function of a job application letter is to

- i. to attract attention
- ii. to stimulate need
- iii. to offer confidence
- iv. to stimulate action

A job application letter consists of a short cover letter and an enclosed resume or bio-data. The cover letter must describe in brief the best qualifications of the applicant. The resume or the bio-data gives the detailed qualifications, personal qualities and experiences of the applicant.

Resume or Bio-data:

Some important points to consider while writing bio-data:

1. The first page should consist of the contact details, educational qualifications, language fluency, current job profile and experiences of the applicant.
2. Give a brief description of your current company job profile.
3. Give your performance record in the company ideally in bullet points.
4. Describe each employer briefly and how you performed in each company.
5. You can include minimal hobbies and interests but do not make it a personal summary. It should give an idea about your personality, your attitude.

Advantages of writing resume along with the cover letter:

1. The resume helps the applicant to describe in detail her/ his short cover letter. This gives an opportunity for the applicant to showcase her/ his selling points.
2. The cover letter along with the resume can include a large amount of information of the applicant so as to persuade the employer.
3. The resume can be filed and it can be readily referred to time and again.

Contents of the Resume:

The topics in the resume include the following, though the order may be changed according to the applicant's requirement and style.

1. Title: Resume or Bio-Data or Curriculum Vitae
2. Heading: Name, mailing address, mobile number, email i.d.
3. Education: Major courses of study- degrees, diplomas, honours, prizes and scholarship
4. Extra-curricular activities
5. Experience block
6. Hobbies
7. Personal data
8. References (optional)

Sample: Example of a job application letter with a resume

Abhishek Kumar

Flat no.5, Hill view Apartment

Shillong-793001

2 August 2019

The Times of India

Box No. 54

Mumbai-400001

Dear Madam/ Sir

With reference to the advertisement in "The Times of India" dated 26 July 2019, I would like to apply for the post of Marketing Manager.

I am currently working as an Assistant Marketing Manager with the Sparkle Tiles Private Limited, Shillong.

I am enclosing my resume along with the photocopies of the certificates. I request you to please consider my candidature as I believe that I possess all the qualifications, qualities and experience required by you.

Thank you.

Yours sincerely

Abhishek Kumar

Encl.:1.Resume

2.Seven photo copies of certificates

Resume

Abhishek Kumar
Flat no.5, Hill view Apartment
Shillong-793001
Email id. abhishek@gmail.com
Mobile no. 9816738479

Personal Data:

Date of Birth: 27 March 1985
Marital Status: Married
Languages known: English, Hindi, Khasi, French
Hobbies: Reading and Writing

Education:

1. M.B.A. First Class from North Eastern Hill University, Tura campus, Meghalaya, 2008
2. B.Com First Class from Shillong Commerce College, Shillong, 2006
3. Senior Secondary Exam from Kendriya Vidyalaya, Shillong, 2003
4. Completed Diploma course in French from EFL University, Shillong campus, 2004

Experience:

Currently working as an Assistant Marketing Manager with the Sparkle Tiles Private Limited, Shillong since 2008

Extra-Curricular activities:

Secretary: Creative Writing Club, Shillong

Won the Best Writer Award for fiction in the Writer's forum, Guwahati, 2018

Won the Third prize for writing with a purpose in the Creative Writing Bloc, New Delhi, 2015

Reference:

Mr. A.N. Hek
General Manager
Sparkle Tiles Private Limited
Shillong

Stop to Consider

Job application letter is written by a person seeking for a job. It should be influential and persuasive. Job application letter can be compared to a sales letter. The resume or the bio-data gives in detail the applicant's qualifications, personal qualities and experiences.

Check Your Progress

1. Draft a reply to the following advertisement:
“Wanted immediately an experienced accountant, capable of taking charge of all the accounts of a reputed departmental store. Apply Box D-897, Times of India, Express Towers, Mumbai-400023”.

Self Assessment Questions

1. Why do you need a resume while applying for a job?
2. ‘Job application letter is compared to a sales letter.’ Do you agree with this statement? Give a reasoned answer.

2.13 Model Questions:

1. Write short notes on the following:
 - a. Business letters
 - b. Quotation letters
 - c. Sales letters
 - d. Claim letter
 - e. Minutes of meeting
 - f. Notices
 - g. Resume
 - h. Order form
2. Discuss in brief the various parts of a letter.
3. Respond to the following advertisement: “Salespersons wanted to promote high quality bags in shops all over Guwahati.” Good starting salary, excellent prospects. Apply within 10 days to 67, Karim Estate, Beltola-781028.
4. Draft a notice with agenda for the first board meeting of a company. Write the minutes of the said meeting.

5. Write a sales letter to promote the sale of a new brand of ice cream.
6. Mezane Textiles have supplied a consignment of sarees to M/s Saree Palace which was found to be different from that specified in the invoice. Write a claim letter to Mezane Textiles asking for a refund of the payment.
7. Write a letter to Max Watch Co. ordering 60 quartz watches with specially designed watch cases. Mention that the watches have to be delivered within 1 month of placing the order as they have to be given as gifts to clients of your company.
8. You are setting up a telesales branch in Humayun Nagar, New Delhi and intend to purchase your network solutions from Wind telcom. Draft an invitation of tender for the same.

2.14 Summing Up:

This unit discusses the fundamental aspects of written business communications. It describes the various types of business letters viz., quotation letters, tenders, sales letters, order letters, claims and adjustments letters. The unit also outlines the basic guidelines for writing memorandum, notice, agenda and minutes. It gives a broad overview of writing a job application letter along with a resume.

2.15 References & Suggested Readings:

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Unit 3

REPORT WRITING

Contents:

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3.9 Answers to check your progress/ Possible answers to SAQ

3.1 Introduction :

You may wonder what kind of a need is there for a report in business where companies are working hard for better sales, profit, publicity and excellence. But it is true that about 60% to 70% of official work of a normal company deals with various kind of reports. It may be the sales report, progress report, safety report, accident report etc. Weekly, monthly, yearly reports on various issues are possible. There can be general routine reports or special reports. This unit will discuss business report and its various aspects.

3.2 Objectives :

After going through this unit you will be able to

- **Know various types of reports**
- **Understand importance of reports**

- **Know features of reports**
- **Describe formats of report**
- **Organize information**
- **Make draft from information**
- **Write formal reports**

3.3 Report Writing:

Before going to discuss report writing you should know about the basics of report writing. Let us discuss them step by step in the following sections and subsections.

3.3.1 What is a report ?

A report is a document of organized information in a specific format for specific audience and purpose. Summary of report can be given orally in an organization but the actual report it means the written document. A report is a structured written document. Issues are examined for getting information or find answers and giving recommendations.

3.3.2 Types of Reports :

Simply we can divide reports into three types—

- a) Formal Report
- b) Informal Report

A formal report has specific format and it gives information analysis or recommendation in a formal manner. They are objective and direct. Informal reports are not formal in writing or format. They are more personal and casual. Formal reports are most important in business writings. So we will study formal reports in detail in the next sections.

3.4 Formal Reports :

Formal reports can be divided into three types—

- a) Informative
- b) Interpretive
- c) Routine

Informative reports give the information that was asked. Interpretive reports analyze a problem. Routine reports just offer simple general routine information.

Stop to Consider

Reports should be factual, impersonal and objective. Use Third person and indirect narration. Don't use I /You/We in formal report.

Check Your Progress : 1

Choose the correct answer for each question from the options given below :

1. Interpretive business primarily aims at

- (a) Profit (b) Communication
(c) Problem solving (d) Informative

2. A good report is

- (a) clear & complete
(b) very lengthy
(c) biased
(d) Vague

3.4.1 Characteristics of a good report:

A good report should be

- a) Complete and clear : A good report must be complete in itself. After getting the report one need not ask again basic questions about the report. The report should be able to clarify all such questions.
- b) Systematic : It should be systematic and in order. Chaotic reports are not welcomed.
- c) Informative : Information in a report is very important. Relevant information makes a good report.
- d) Proper use of time money and effort : A good report needs time and effort . While writing a good report one must be very careful and skilled. It cannot be done in a hurry. Money is also involved in printing and preparation. But a good report is very useful . It can even help planning and decision making of a business organization.
- e)

SELF ASKING QUESTIONS : 1

- i) What is a chaotic report?
- ii) Are Informal reports used or not in a company?

3.4.2 Importance of a good report:

A good report can help solving current problems of a company. It is also an instrument of internal and external communication of a business organization or company. Reports can update various types of information needed in a company and help developing future plans. Plans and decisions of a company bases on various good reports. Without them neutral presentation of facts is not possible. Above that, a good report writer has good scope for professional advantage because company encourage them and pay them highly. So a good report is never wasted in vain.

3.5 Elements of Structure : Formal Reports

1. **Process of Writing** :You must ask some related questions before going to write the report like why, what, when, who etc. First of all one should know why the report is asked to be written. What is the need or task to do, when it was asked or who gave the order or to whom you are writings. You should be clear about them . The report you write must be also clear about them.
2. **Order of Writing** : The writer of the report makes an outline of the report. Next comes the logical arrangement of the facts and data.
3. **Approach** : The report then analyze with a specific approach- general to particular aspects(deductive) or the particular to general aspects(inductive). Some times a problem solution approach is used where a solution is searched for a problem.
4. **The Final Draft** : Before the final writing of the report you should write a general draft. Make some revisions as needed. See the checklists for report writing. After that write the final draft carefully.

3.5.1 Example of Formal Report

Company's Name ----- **JAIN FOODS**

and report title -----**REPORT ON COMPLAINS ABOUT POOR FOOD AND
HYGIENE IN THE STAFFRESTAURANT**

(Report's background)----- **TERMS OF REFERRANCE**

Who

What To investigate complaints about poor food and hygiene problem
in

When staff restaurant and to make recommendations as requested by
Mrs

Rani Devi,Administration Director, on 9t Feb 2019.

Steps taken ----- **PROCEDURE**

1. An interview was held with Mr. Rabi Singh, Restaurant Manager on 9th Feb 2019.
2. Interviews were taken with cross section of staff(30 nos.) who used the restaurant between 10th Feb to 15th Feb 2019.

Results----- **FINDINGS**

1. INTERVIEW WITHTHE RESTAURANTMANAGER

1.1.1 STAFF

Mr. Singh has 2 full time assistants. The oldest, Mr. Lalbaadur Chetry is 55 years old and found much weak physically.

1.2 EQUIPMENT

No problems found in restaurant equipment. A list of current tools and their condition is attached. Mr. Singh suggested following additional equipment for smoothness in service—

- 1 rice cooker
- 1 hot case

Page number -----2

2. INTERVIEW WITH STAFF

Thirty (30) nos. of staff were interviewed who ate restaurant food.

2.1 QUEUEING

Very large queues forming at lunch sitting at 1pm to 2pm.

2.2 HYGIENE

Hygiene of the restaurant is found ok. Long lines waiting for food resulted in some lack of service.

Logical outcomes -----

CONCLUSIONS

- 1. Insufficiency of assistants causing lack of service
- 2. Shortage of current equipment
- 3. Small sitting capacity causing long queues

Actions suggested -----

RECOMMENDATIONS

to solve the problem

- 1. A new assistant is needed.
- 2. Old assistant Mr. Chetry can be shifted for light works of the restaurant.
- 3. The new assistant would also speed up cleaning work.
- 4. The total no. of staff that is 80 should be divided for two lunch sittings- half at 12.00 to 1.00 pm and 1.00 to 2.00pm

Space for the writer to sign-----

Name & Title of writer ----- MR. NABIN DAS

Business Administration Officer

Reference -----JF/CM

Date-----18th April 2019

(Standard format pattern based on Shirley Taylor's *Communication for Business, A Practical Approach*, 4th Edition , Pearson Longman,2005)

Stop to Consider

Revision of report is very important . It should be understandable and clear.

Another example of short formal report is given for you :

SPORTSGOODS MANUFACTURING P.LTD.

REPORTS ON POSSIBLE SUPPORT FOR STAFF CRICKET TEAM

TERMS OF REFERENCE : To report on sponsoring the staff cricket team to play in a local league, as requested by Mr. KeshabBaruah, Office Manager on 2nd August 2019

PROCEDURE :Twenty(20) members of staff and 12 akin cricket players were interviewed .

FEEDBACK:

POSITIVES – 1. General staff support for the staff cricket team is huge.

2.Jersey of the team can be given in company's name

3.Publicity of the company can be attained

NEGATIVES – 1. Injury to staff in the games will harm work.

2. No female team

CONCLUSIONS: There is greater chances of publicity for the company by supporting the team.

RECOMMENDATIONS :It is recommended that the staff cricket team for one year on trial basis.

MR. JATIN DAS

Administration Officer

SL/NP

10th August 2019

CHECK YOUR PROGRESS : 2

Write 4 necessary qualities of a well written business report.

3.5.2 Informal Reports:

Informal reports are also called memorandum reports . They are unlike formal reports and writer can give own heading and sub headings as wished proper. ‘I’ and ‘We’ can be used to some extent in an informal report. They are not used for important formal areas of a business company.

SELF ASKING QUESTIONS :2

Do you think making an outline of a report is important? Give reasons in support of your answer. (20 +60 words)

3.5.3 Checklist for Reports:

To write an effective report in a proper way follow the checklist :

1. Write the facts- Use facts properly. It should be based on facts not fiction.
2. Be Objective- Avoid personal likes and dislikes.
3. Be concise- Use short sentences and to the point expressions.
4. Be clear- Clear in thought and clear in writing
5. Be consistent- Follow certain norms and stick to them
6. Be logical- Arrange and analyze facts logically
7. Be complete- Give all necessary answers and cover necessary areas.
8. Be careful- Careful effort is needed. Make revisions
9. Be correct- Check spelling and grammar.
10. Try to give the best- Give 100% of you. Take time, hard work and skill can make a person perfect.

CHECK YOUR PROGRESS: 3

Choose the correct answer/answers from the options :

A report is correct if we use

- (a) beautiful words
- (b) proper structure
- (c) spelling and grammar
- (d) correct facts
- (e) poetry

3.6 Summing Up:

- *A report is a document of organized information in a specific format for specific audience and purpose.
- * There are mainly two types of reports- formal and informal.
- * Reports should be factual, impersonal and objective.
- *Reports can update various types of information needed in a company and help developing future plans .
- *The report can be analyzed with a specific approach like deductive (general to particular aspects) or inductive (particular to general aspects) . A problem solution approach is used where a solution is searched for a problem.
- * For a good report we should first make an outline of a report then analyze logically and revise.The final draft comes last.
- *A good report writer has good scope for professional advantage and good business impression.

3.7 References and suggested Reading:

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e PG Pathsala available at <https://epgp.inflibnet.ac.in/search.php>

3.8 Model Questions :

- a. Write a short note the importance of a good business report.
- b. What is a report? Define and discuss its types.
- c. Discuss various characteristics of a business report.
- d. Describe the checklist of report writing.
- e. The Store Manager, Mrs. Neena Balla, has asked you to write a report on the following points .(Assume you are Mr. Vicky Das, Customer Care Officer.)

Mr Roy bought a bottle(1000ml) of our Ripe Apple juice Rs500/- on----- (date) and returned it the following day. He claimed that the juice was stinky.
This bottle of juice in a batch delivered 3 weeks ago – 50 other bottles of the batch sold – no one returned or complained. Inspected other bottles in store – 20 bottles – 3 looked as if they had been sealed loose. 17 found intact – one of them was opened one and found genuine apple juice. No case of dishonesty is found. Juice was not checked carefully when delivered – suggestion to replace Mr. Roy's juice – Regular customer – send letter of apology .

3.9 Answers to check your progress/ Possible answers to SAQ

ANSWER TO CHECK YOUR PROGRESS: 1

Answer :

1. Interpretive business primarily aims at
(b) Problem solving
2. A good report is
(a) clear & complete

ANSWERS TO CHECK YOUR PROGRESS :2

Answer : Four necessary qualities of a well written business report are as follows :

- a) Complete and clear : A good report must be complete in itself. After getting the report one need not ask again basic questions about the report. The report should be able to clarify all such questions.
- b) Systematic : A well written report should be systematic and in order.
- c) Informative : A good report is informative . Relevant information must be presented there.

d) Proper use of time money and effort : A good report need time and it has some monetary cost Effort of the reporter with skill and dedication will be reflected in the report.

ANSWER TO CHECK YOUR PROGRESS: 3

A report is correct if we use

(b) proper structure (c) spelling and grammar (d) correct facts

ANSWER TO SELF ASKING QUESTIONS : 1

(i) A chaotic report is confusing report where there is no clarity and order.

ii) Informal reports are some times used in a company. But they are not regarded as authentic as formal reports. Final works of company are done upon formal reports .

ANSWER TO SELF ASKING QUESTIONS :2

Yes, making an outline of a report is very important. The reasons in support of the answer are as follows :

- a) The outline will help to have a general idea of the report initially.
- b) It will help to organize the facts first.
- c) It helps in moving with the approach of the report.
- d) We can analyze better if outline is present.
- e) Revisions and modifications of the report would be easy.
- f) It helps in writing the final draft

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UNIT 4
VOCUBULARY

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4.8 Modal Questions

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4.1 Introduction:

Vocabulary is the word stock that we must acquire for better understanding of a language. Listening, speaking and writing - all involves proper use of words. The English language is the global language now a days . Science Arts or Commerce – in all areas; this language will help. Education, IT sector, Trade - all need effective English. So, we should try to enhance our word stock to develop our skills regarding English in this modern world. It will help us to be more efficient in our professional life as well as our social life.

4.2 Objectives:

After going through the unit , you will be able to learn about

- importance of vocabulary
- confusing words of English
- common misspellings of English
- understand the different types of grammatical errors
- basic rules for avoiding errors in English
- enhanced vocabulary
- correction of errors

4.3 English words generally confused:

There are some common English words that creates confusion regarding their meaning and spelling.

In the following list,you will find some basic and important words of English.They look same but they are actually different.

W O R D S	M E A N I N G & E X A M P L E
A l o t	m u c h o r t o o m a n y . A lot of apples were rotten.
Allot	to give for certain cause. The room is allotted only for singles.

A while	<p>a short period of time .</p> <p>They'll go in a while.</p>
Awhile	<p>for a short time .</p> <p>I read awhile, then slept.</p>
Adapt	<p>adjustment.</p> <p>The new lion quickly adapted in the zoo.</p>
Adept	<p>skillful .</p> <p>John is adept at computers.</p>
Adopt	<p>legally take another's child and bring it up.</p> <p>We adopted an orphan.</p>
Adverse	<p>unfavorable.</p> <p>They did a great job in spite of adverse conditions.</p>
Averse	<p>not agreeing or accepting.</p> <p>Rina is averse to my new project</p>
Advice	<p>suggestion.</p> <p>He gave me a very good advice.</p> <p>to give (verb) advice or suggestion.</p>

Advise	I advised them to wear helmet.
	Shifting turns.
Alternately	If they work alternately they can continue for a long period.
	Choosing something as option.
Alternatively	We canceled our plane . Alternatively, we booked bus tickets.
	approachable, pleasant.
	Mr. Barman is very popular for his amiable nature.
Amiable	friendly or absence of discord in a relationship. Both the parties came to an amicable decision .
Amicable	help or aid .
Assistance	No assistance was given to him by the company.
	giving guarantee or promise .
Assure	The teacher assured the student to give help in maths.
Belief	faith (noun). She has strange beliefs.
Believe	faith (verb). I believe in God.

Beside	<p>next to something.</p> <p>There is cup beside the pot.</p>
Besides	<p>adding to something.</p> <p>Besides football, she plays tennis .</p>
Board	<p>a committee.</p> <p>The board of directors will decide the matter.</p>
Bored	<p>feeling disinterested.</p> <p>Very long classes make her bored.</p>
Buy	<p>purchase.</p> <p>Buy one and get one free.</p>
Bye	<p>farewell, adieu .</p> <p>Bye Rakesh! See you tomorrow.</p>
Capital	<p>Headquarter or place of government functioning.</p> <p>The capital of India is New Delhi.</p> <p>Also means money or wealth.</p>

Capitol	<p>He invested more capital for profit.</p> <p>the building in which the government and legislature work.</p> <p>We will visit the Capitol today.</p>
Censor	<p>Restrictions at a certain level.</p> <p>The Headmaster censored use of mobile phones in school.</p>
Sensor	<p>Indicator of sensation.</p> <p>The car has parking sensors.</p>
Censure	<p>rebuke, scold.</p> <p>The boy was badly censured for his misconduct.</p>
Dairy	<p>farm for milk and milk products:</p> <p>The dairy is doing good business.</p>
Diary	<p>Refers to daily record keeping.</p> <p>Diary writing is a good habit.</p>
Deduction	<p>coming to a general principle from particular facts or data.</p> <p>He did his research in deduction method.</p>

Induction	<p>coming to particular idea from a general concept.</p> <p>By induction understanding he claimed that the golden fish must be g</p>
Each	<p>single individual or thing.</p> <p>Each of the boys reacted same.</p>
Every	<p>all members of a group.</p> <p>Every one of the room will be checked by police.</p>
Elicit	<p>bring out.</p> <p>We could not elicit any details of the crime from the accused.</p>
Illicit	<p>illegal or unlawful.</p> <p>He got jailed for selling illicit liquor .</p>
Fair	<p>exhibition of different products combined with fun, large gathering , e</p> <p>The children enjoyed much in the fair.</p> <p>fee for transportation.</p> <p>What is the fare from Goneshguri to Paltanbazar?</p>

Fare	<p>related to quantity of distance.</p> <p>The house is onemile farther from here.</p>
Farther	<p>more or adding to something.</p> <p>Further investigation of the case will be under CBI.</p>
Further	<p>a group of animals.</p> <p>The herd of the cows is running fast.</p>
Herd	<p>past tense of 'hear'.</p> <p>Raj heard the news from me.</p>
Heard	<p>possessive form of 'it'.</p> <p>The goat licked its kid.</p>
Its	<p>Short form of "It is".</p> <p>It's time to go now.</p>
It's	<p>suffering.</p> <p>She not feeling any pain in the insured leg after medicine .</p>
Pain	<p>a section of door, window, etc.</p>

<p>Pane</p>	<p>Clean the window pane.</p> <p>without sound or noise.</p> <p>Keep quiet , the baby is sleeping.</p>
<p>Quiet</p>	<p>completely or somewhat or rather</p> <p>I was quite alone in the room and the I was quite disappointed for it</p>
<p>Quite</p>	<p>natural pouring of water from sky.</p> <p>The rain stopped in the evening.</p>
<p>Rain</p>	<p>period of rule of a king of queen.</p> <p>Queen Elizabeth’s reign was famous for art and literature.</p>
<p>Reign</p>	<p>the act of selling.</p> <p>This year the sale of books is high.</p>
<p>Sale</p>	<p>the equipment used to catch wind on a boat.</p> <p>The sail of the boat is damaged.</p>
<p>Sail</p>	<p>floor of a building.</p> <p>He lived in a three-storey building.</p>

Storey	<p>a tale.</p> <p>The folk story was very interesting to the children.</p>
Story	<p>to compare. Naina is taller than Nitu.</p>
Than	<p>Past point of time.</p> <p>The tiger was sleeping then.</p>
Then	<p>plural form of verse or line of poem.</p> <p>The poet wrote beautiful verses.</p>
Verses	<p>refer to comparison or opposition .Todays match is England versus Sri</p>
Versus	<p>a person who is given a warranty.</p> <p>I am the warrantee in this purchase.</p>
Warrantee	<p>a kind of guarantee.</p> <p>The warranty of the T.V. is of 2years.</p>
Warranty	<p>harness for ox.</p> <p>Tie the yoke tight.</p> <p>the yellow part of an egg.</p>

Yoke	The yolk is tasty.
Yolk	possessive form of 'you'.
Your	Your idea is fantastic!
You're	short form of 'you are'.
	You're supposed to do it right now.

S T O P T O C O N S I D E R

Some Times the Sound of the Words are same but Meanings are Different.

Your rich English vocabulary will make you more efficient in communication.

S E L F - A S K I N G Q U E S T I O N : 1
How to Enhance my English Vocabulary?

CHECK YOUR PROGRESS: 1

Write your own composed sentences with the following showing the difference in meaning:

Sale/Sail,
Storey/Story,
Than/Then,
Verses/Versus,
Warrantee/Warranty

4.4 Common Errors in English

4.4.1 While Adding Suffixes :

If a word ends in “---e” and the suffix begins with a vowel, drop the final “---e”

1. Take = taking
2. Love = lovable
3. Bake = baked

If a word ends in a consonant and a “---y” change the “y” to an “i” and add the suffix

1. Happy = happier & happiest
2. Crazy = crazier
3. Fry=fried

Exception: the above rule does not apply for the suffix “---ing”

1. Fly = flying
2. Buy= buying
3. Fry = frying

4.4.2 Drop the Second “l” While Adding ‘full’ to the End of a Word:

1. Incorrect = joyfull, Correct =joyful
2. Incorrect = thoughtfull, Correct= thoughtful
3. Incorrect = harmful, Correct = harmful

4.4.3 Doubling the Last Consonant:

If a word is just one syllable long and it ends a consonant, double the consonant adding a suffix:

1. ‘Tag’ - ‘tagging’
2. ‘Flap’ - ‘flapped’
3. ‘Nap’ - ‘napping’

4.4.4 Fortwo syllable words ending a consonant,if the second syllable is stressed, the consonant is doubled :

1. 'Submit' - 'submitted'
2. 'Forget' - 'forgetting'
3. 'Imbed' - 'imbedded'

4.4.5 If the stress falls on the first syllable of two syllabled words, the consonant is singled:

1. 'Travel' - 'traveled'
2. 'Marvel' - 'marveled'
3. Write - writing

4.4.6 Making Nouns Plural

Usually you can make a noun plural by simply adding '-s':

1. 'Rock' - 'rocks'
2. 'Tree' - 'trees'
3. 'Coin' - 'coins'

4.4.7 noun words ending 's','x','ch','sh',or 'ss'take plural form ending'es':

1. 'Boss' - 'bosses'
2. 'Fax' - 'faxes'
3. 'Dish' - 'dishes'

4.4.8 Word sending 'f'and 'fe'takes plural formwith 'ves':

1. 'Loaf' - 'loaves'
2. 'Calf' - 'calves'
3. 'Penknife' - 'penknives'

An exception is to be found in the following words:

Chef (chefs), roof (roofs), belief (beliefs), cliff (cliffs)

4.5 British vs. American Spellings:

Some spellings differ between American English and British English

American	British
Center	Centre
Check (bank document)	Cheque
Color	Colour
Gray	Grey

S T O P T O C O N S I D E R
A syllable is a single sound unit. They are like sound parts of words. We stop for a moment while uttering a syllable and then go to the next syllable or syllables. We pronounce a word according to its syllables. The word 'Book' has one syllable. 'Return' has two ('re' and 'turn'). 'Beautiful' has three ('beau', 'ti' and 'ful').

S E L F - A S K I N G Q U E S T I O N S : 2
HOW THERE CAN BE AMERICAN AND ENGLISH SPELLINGS FOR A SAME WORD?

4.5.1 Some Basic Grammatical Errors:

Split infinitives

Avoid placing an adverb between to and the verb which follows:

✗ to quickly go ✗ to cautiously enter ✗ to carefully contemplate

✓ to go quickly ✓ to enter cautiously ✓ to contemplate carefully

4.5.2 Participles

Phrases using participles can act as adjectives and must be attached to the correct noun or pronoun:

- ✗ Walking into the room, the lamp was dim.
- ✓ Walking into the room, he found the lamp was dim.
- ✗ Having finished work , the clock alarm rang.
- ✓ Having finished work, I heard the clock alarm rang.

4.5.3 Singular Collective Nouns

When thinking of the group as a whole, use a singular verb:

- ✗ A committee of ten members are deciding the plan.
- ✓ A committee of ten members is deciding the plan.

4.5.4 Either/Neither/Every

All these words take singular verbs:

- ✗ Either one of the boys are going to Shillong.
- ✓ Either one of the boys is going to Shillong.
- ✗ Neither of the girls are educated.
- ✓ Neither of the girls is educated.
- ✗ Every child of the colony have a toy bus.
- ✓ Every child of the colony has a toy bus.

S T O P T O C O N S I D E R

You should be careful about grammar and vocabulary while writing Sentences. Keep a good and handy English grammar book and dictionary at hand.

4.5.5 Common Errors In English:

1. I went to the India in 1967. Ans : No 'the'.
2. I have been in the United States since a year. Ans : 'for a year'.

3. I used to having a horse. Ans: used to 'have..'
4. I'm used to get up early. Ans: used to 'getting...'
5. I love a lot the animals that live in Australia. Ans: 'a lot' at the end.
6. She must has been on holiday. Ans : 'must have been...'
7. I wish I am not fat. Ans : 'wish I was not...'
8. When I was in Russia last year, I wish I went to Moscow. Ans : 'I wish I had gone to....'
9. The sun is very strong. I wish I didn't leave my sun cream in the hotel. Ans: ' wish I hadn't left...'
10. I am not used to do the housework. Ans : 'used to doing...'
11. I hate doing mistakes. Ans: 'making mistakes...'
12. I live here since 1997. Ans: 'have lived here....'
13. He knows her for ten years. Ans : 'has known her for...'
14. I've been cutting my finger today. Ans: 'have cut my finger...'
15. My house is built in 1567. Ans: 'was built in....'
16. Spinach is said to being very good for your health. Ans: 'is said to be very....'
17. I went to work with the bus. Ans : 'work by bus...'
18. At this time tomorrow, I'll be fly to Tokyo. Ans: 'I'll be flying to...'
19. I'm not agree: this exercise is very easy. Ans: 'I don't agree...'
20. I am knowing all the grammar, but it's difficult to remember. Ans : ' I know all the....'

4.5.6 Tips for Error Correction:

Following are some tips for correcting errors in sentences :

- a. Check if the subject and object tense correlation is correct or not. (they go, she goes, He went yesterday, I have eaten just now. etc.
- b. Check singular and plural forms in the sentence. Child- ~~X~~ childes ✓ Children

- c. Check the structure. Relation of V +Ing/ past tense of verb/has /have been etc. with other parts of the sentence.
- d. Check spelling.
- e. Check punctuation marks.
- f. Check if unnecessary ‘ the’ is used. ✗ The India.

C H E C K Y O U R P R O G R E S S : 2

Can you find and correct the common mistakes in the following?

1. Those men is very reserved.
2. Someone shall do it now.
3. She knew Raj in the market.
4. Each of the day she goes to school.
5. To the end, Unna run very fast.
6. The boy whose is standing there is my cousin.
7. He is doctor but he also sings well.
8. There were ten in the meeting.
9. Jina dances well, don't?
10. Have you ever gone Delhi?
11. It have been raining since morning.
12. I have been knowing him for two years.
13. She was boring as she was too alone.
14. Farheen left hostel with bag and baggage.
15. The man died in malaria.

4.6 Summing Up :

*We should try to enhance our word stock to develop our skills regarding English in this modern world

*Some times the sound of the words are same but meanings are different.

*Avoid placing an adverb between to and the verb

* Phrases using participles can act as adjectives and must be attached to the correct noun or pronoun

*Either/Neither/Every -these words take singular verbs

4.7 References & Suggested Reading :

- Bovee, and Thill, Business Communication Essentials, Pearson Education
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McGraw Hill
- Herta A Murphy, Herbert W Hildebrant, Jane P. Thomas,
Effective Business Communication (SIE) McGraw
Hill Education
- Dona Young Foundations of Business Communication : An
Integrative Approach,McGraw Hill Education
- Raymond V. Lesikar , Marie E. Flatley, Kathryn Rentz, Paula Lentz, and NeerjaPande,
Business Communication : Connecting in a Digital
World (SIE),McGraw Hill Education

e PG Pathsala available at <https://epgp.inflibnet.ac.in/search.php>

4.8 Modal Questions :

1. Correct the following sentences:

- a. He done it just now.
- b. She brung it yesterday.
- c. He could of done it.
- d. She practises typing.
- e. He hanged the certificate on the wall.
- f. She loaned it to him.
- g. How much further is it?
- h. He is the best of the two.
- i. It is time we go bed.

2. Make sentences with the following pairs of words:

Belief/Believe, Beside/Besides, Its/ It's, Pain /Pane, Quiet/ Quite, Elicit/Illicit, Fair/Fare

4.9 Answers to Check your Progress/ Possible answers to SAQ :

A N S W E R T O C H E C K Y O U R P R O G R E S S : 1

Sale/Sail : A huge sale is going on the supermarket./ The sail of the boat is damaged.

Storey/Story: He lives in a three-storey building./ It was such a nice story.

Than/Then: Gold is heavier than tin./I reached the room, then I quickly opened the door.

Verses/Versus: The poet wrote many verses./Today's match is England versus Sri Lanka.

Warrantee/Warranty : He agreed to be the warrantee in the deal./ No warranty in that product .

A N S W E R T O C H E C K Y O U R P R O G R E S S : 2

1. Those men are very reserved.
2. Someone will do it now.
3. She met Raj in the market.
4. She goes to school everyday.
5. In the end, Unna run very fast.
6. The boy whois standing there is my cousin.
7. He is a doctor but he also sings well.
8. There were ten people in the meeting.
9. Jina dances well, doesn't she ?
10. Have you ever been to Delhi?
11. It has been raining since morning.
12. I have known him for two years.
13. She was bored as she was too alone.
14. Farheen left hostel ,bag and baggage.
15. The man died of malaria.

A N S W E R T O S E L F A S K I N G Q U E S T I O N S : 1

We can enhance our English vocabulary by reading English newspapers, magazines, listening to BBC news/channels , doing crosswords and also by using e learning through internet. We should be careful about meaning and use of words .Make a hobby of learning new words.

A N S W E R T O S E L F A S K I N G Q U E S T I O N S : 2

Some spellings of English words are different in American English. There are variations in pronunciations also. American English is not totally different. It is a dialect or variety of English.

x x x

UNIT: 5

ORAL PRESENTATION

Contents:

5.1 Introduction

5.2 Objectives

5.3 Characteristics of Oral Presentations

5.3.1 Non-verbal communication in oral presentation

5.3.2 Planning and preparing or an Oral Presentation

5.3.3 Making the Presentation

5.4 Using Visual Aids in Oral Presentation

5.4.1 Examples of visual aids

5.4.2 How to use visual aids

5.5 Model Questions

5.6 References & Suggested Readings

5.1 Introduction:

Oral presentation is a formal mode of communication made for a specific purpose. We can say that it is a talk giving a group of people information about a subject or product or even an idea. We make oral presentations on various occasions in any field of business, public work, teaching, politics and various other establishments. It is a tool which helps a professional present her/ his case effectively. The goals of presentations could be any of the three:

i. to give audience new information

ii. To update them about a subject they already know

iii. To persuade them to do something, like buying a product. A person with a good oral presentation skills holds the key to personal and professional success. Besides the content of the speech, oral presentation requires the appropriate tone, style, expressions, gestures, etc. You may use some visual aids or props to help you make the presentation come alive and hold the attention of the audience. Besides, it also helps them understand the content better.

5.2 Objectives

This unit is an attempt to acquaint you:

1. To become effective communicators
2. To use visual aids effectively and efficiently
3. To evolve as better professional making impressive presentations.

5.3 Characteristics of Oral Presentations

The two key aspects of an effective oral presentation are content and the skill of presentation. In the first place, content or the material of the topic to be presented should be interesting, convincing and informative to the audience. Secondly, the information can be effectively reached to the audience only through a skillful presentation. The style and tone of speaking and body language constitute the skills of presentation. You can make your presentation more effective by appropriately using gestures, body language, facial expressions and eye contact.

5.3.1 Non-verbal communication in oral presentation

While presenting, the audience look at you as they listen. Your appearance and body language play an important role to make your presentation effective. You should dress appropriately and neatly for the occasion. Have a pleasant expression on your face. You should be confident. Try to overcome your nervousness by .Taking a deep breath before making the presentation. Maintain a poised, attentive and erect body posture. You can practice in front of a mirror to achieve this. Maintain eye contact with the audience as this helps in holding their attention. This shows that you have genuine interest to share the information with the audience. It also helps you to get their feedback. The variation in the pitch, volume and speed of your voice also matter a lot in the presentation. To improve your oral skills, you can record or ask your friends to listen to your presentation and ask them to give their suggestions to improve. You can also watch professional speakers, orators and peers and adopt the good presentation techniques they use.

The responsibility of effective presentation largely lies on the presenter. Therefore, you should know the factors involved in presentation. There are essentially three steps involved in making a presentation : Planning, Preparation and Presentation.

5.3.2 Planning and preparing or an Oral Presentation

A meticulous planning is the key to a successful oral presentation. The following will enable you to become effective oral presenters:

1. Defining your objectives
2. Identifying your audience
3. Collecting the required data
4. Analysing and organising the data
5. Managing time
6. Preparing an outline for the presentation
7. Practising the presentation

1. **Defining your objectives:** Oral presentations are talks which are designed on a specific topic for a select group of audience to inform and stimulate a discussion. Decide on the objectives depending on what the audience will expect and learn from your presentation. It is natural to be nervous when you are delivering a presentation but nervousness can be controlled by thorough preparation and practice. Knowing the topic well is the key to a successful presentation.

1. **Identifying your audience:**

2. The key step for an effective presentation is to learn and know the audience you will be speaking to. It is imperative to know the backgrounds, attitudes, values and interests of the audience. The size of the audience is also crucial in preparing for a presentation as it helps in defining the physical setting for the presentation and also the visual aids to be used.

3. Collecting the required data:

Based on the topic of your presentation and the analysis of your audience, you will know what data you want to collect, what methods you would like to adopt while collecting the data and from where you can get your data. If your presentation is based on research, questionnaires could also be used. A library or the internet is a valuable source of getting information.

4. Analysing and organising the data:

After the data has been collected, you should analyse your data. Sometimes the data collected can be irrelevant to the topic. Hence you should first list the points and then study the points carefully. Then you can decide which points to retain and which to discard. Read your points and revise. Think of the sequence in which the points should be presented. Analysing the data is crucial as it helps you list down what is required and what is not for the presentation.

Once the data has been analysed and listed down, you can organise in a logical sequence for the presentation: introduction, body and conclusion. The introduction arouses the interests of the listener to receive the message. An effective way of starting a presentation is to introduce with a question or a quotation. Once the audience is aroused, you should lead them to the theme of your presentation. The body of the

presentation should comprise of major and minor points and they should be illustrated with examples in a clear and concise manner. The closing of the presentation should have a logical conclusion. Conclusion can be drawn by summarising the important points developed in the course of the presentation, the general message of the presentation and a restatement of the topic discussed.

5. Managing time

You should adhere to the time allotted to you for your presentation. The structure of your well organised presentation should be within the time given to you to present your thoughts and ideas.

6. Preparing an outline for the presentation

An outline of your presentation can be structured based on the points you have decided to include in the introduction, body and conclusion. Structure the content in a logical sequence. Based on the outline of your presentation, you can decide on the type of visual aids you would like to use for your presentation. Prepare graphs, tables, or pie charts you would like to include in the slides. To give yourself more confidence, you can prepare cue cards for yourself. These could be numbered and each card could have the key phrases or words related to what you want to say on each point. Mark on the cards the visual aids you would like to show so that the right slide is shown at the right time. Arrange the cards sequentially. You can keep a printout of each slide for your reference. Arrange everything in a file folder.

7. Practice delivering the presentation

You can practice to better your presentation. Practice can enhance your presentation skills. You can record yourself and critically listen to it. This will make your presentation more effective and successful.

Stop to Consider

Oral presentation is a formal type of communication. It requires planning and preparation. An effective presentation can be made by defining the objectives of the topic, identifying the audience, collecting, analysing and organising the data, managing time, preparing an outline and practicing for the presentation.

5.3.3 Making the Presentation:

1. Practice your presentation. If possible practice in front of a mirror as it helps to check your facial expressions, posture and body language.
2. Do not read from the slides. You can use note cards to write down the main points.

3. Before the presentation, you should enquire whether the venue of your presentation is equipped with infrastructure which you need for using your visual aids if you have any.
4. If you are using computer or an overhead projector (OHP), set them up before the audience arrives. You can also test them so that there is no delay in showing the visuals to the audience.
5. Use the visuals only when they are required and as a part of the presentation.
6. When you are called to deliver your presentation, hold yourself erect and walk confidently.
7. Feeling nervous is normal. You can channel this energy into making your presentation more effective. Practice will also overcome your nervousness.
8. Maintain eye contact with the audience.
9. Breathe deep and pause in between the main points.
10. Modulate your voice while speaking.
11. Articulate your speech clearly. Do not speak too fast as the audience needs time to comprehend the information which you are giving. Do not speak too slow as the audience may lose interest and may get bored. Do not mumble and avoid fillers like uh, er, um, okay, etc.
12. Use your body language according to your needs while presenting. Be enthusiastic and energetic. Avoid excessive movements or walking around unnecessarily. Be confident.
13. Do not be monotonous. You can share an anecdote. The modulation of the voice makes the presentation interesting. Pause appropriately when required as this allows the audience to grasp information and think.
14. If you are using visual aids, make it as a part of the presentation. Make sure that it is clearly visible to the audience. After the presentation is over, invite questions from the audience. If you come across hostile and unpleasant remarks and comments, try to be calm and patient.
15. End the presentation with a clear and a concise conclusion.

Check Your Progress

1. Define oral presentation. What are its characteristic features?
2. What aspects of non-verbal communication should be kept in mind while presenting?

Self Assessment Questions

1. How will you prepare yourself for an effective oral presentation?
2. Do you think 'practice' is an effective method of preparing for oral presentation? Give reasons in your answer.

5.4 Using Visual Aids in Oral Presentation

Visual aids are materials such as video clips, graphs, photographs, films, documentaries, handouts, PowerPoint, slides, charts, etc., used in presentations in addition to the spoken information. Visual aids are used to make the presentation more effective and interesting. It helps the speaker to explain the subject better and it also enables the listener to understand it better.

5.4.1 Examples of visual aids:

Overhead Projector:

An overhead projector (OHP) helps to magnify images or notes that the presenter uses show to the audience. The presenter can write or photocopy notes on the transparency sheets and use it in the overhead transparency projector to magnify the notes so that it becomes easily visible and clear to a large audience. An OHP is an advanced form of overhead transparency projector. It is connected to a computer and magnifies the PowerPoint presentation made by the presenter against a white background or LCD (liquid crystal display) screens. With the advent of computers, power point presentations are most commonly used.

Flip charts:

A flip chart is a chart that consists of a large number of sheets which are connected at the top. They are used to present information to an audience sequentially. The presenter can prepare flip charts beforehand and use it during the presentation to make it more effective and interesting. In flip charts, the presenter can show graphs, drawings, tables, photographs and notes. They are inexpensive and one can use it for a small audience.

Flow chart, bar graph, pie graph, line graph, diagram, table:

Visual presentation of information and data through graphs, flowcharts, tables, graphs, etc., is a popular and appealing method of presentation. These visual aids are cheaper. It can be drawn on paper or transparencies and can be presented on a screen. Soft copies can be presented on LCD screens or white backgrounds in halls and auditoriums.

Photographs:

Photographs are an important method to make the oral presentation more effective and appealing. It helps to clearly and effectively present information to the audience.

PowerPoint presentation:

The PowerPoint presentation is an effective and a convenient method of oral presentations. PowerPoint is widely used by educators, business people, students, trainers, researchers, academicians and many professionals. It is the most common form of persuasive technology. It uses computer technology to present data and information to assist in delivering effective oral presentation. PowerPoint presentations consist of a

number of slides. The slides may comprise of text, images, movies, diagrams, tables, etc., which can be arranged freely on the slide. ‘Slide Master’ template can be used to enable the presenter to use consistent slides.

Steps to make effective PowerPoint presentation

1. Limit and simplify the number of words used on each slide. Do not overcrowd your slides.
2. Use key phrases to convey information.
3. Use contrasting colours for text and background. Do not use too many colours.
4. Use good quality images.
5. Try not to overuse special effects such as sounds and animation.
6. Text and graphical images should be large so that it is readable to the back rows.
7. Learn to navigate your slides in a non-linear fashion.
8. Learn to navigate your slides forward and backward.
9. Do not speak to your slides. The slides are meant for the audience. Speak to your audience.
10. In case of any untoward technical problems, be ready with an alternative plan.

5.4.2 How to use visual aids

Visual aids should always be related to the topic of your presentation. Choose your visual aids to enhance your presentation and make it more accessible to your audience. The use of visual aids is to simplify your presentation. You can choose various visual aids according to the topic to make your presentation clear and easily comprehensible.

Some useful tips to use visual aids for an effective oral presentation:

1. Include the visual aids as part of the presentation.
2. Highlight the visual aids during the oral presentation by pointing towards it. Use a pointer or simply move the cursor on your laptop screen.
3. Talk to the audience while explaining the visuals.
4. Ensure that the visuals are clearly visible to the audience.
5. Do not overuse the visual aids.
6. Do not stand between the screen and the audience.
7. Talk to the audience and do not read from the screen.

Stop to Consider

Visual aids are used to make the presentation more effective and interesting. It is used to explain the information of the presentation more clearly. Examples of visual aids are: OHP, flip charts, flow chart, bar graph, pie graph, line graph, diagram, table, photographs, PowerPoint presentation, etc.

Check Your Progress

1. Define visual aids. What is the importance of visual aids?
2. What are the points you should keep in your mind about visual aids when making a presentation?
3. What is PowerPoint presentation?

Self- Assessment Questions

1. Attend an oral presentation and comment on the following:
 - a. Use of visual aids
 - b. Body language of the presenter
 - c. Eye contact
 - d. Modulation of the voice during the presentation
 - e. Overall presentation

5.5 Model Questions

1. Write short notes on the following:
 - a. Oral presentation
 - b. Visual aids
 - c. OHP
 - d. PowerPoint presentation
 - e. Flip charts
2. Describe the various steps you should follow while preparing for a successful oral presentation.
3. Write a note on how non-verbal communication can supplement oral communication.
4. Write an essay on how computers and satellite technology has revolutionised communication.
5. How will you use visual aids to make your oral presentation more effective and interesting?
6. What are the effective steps to make an effective PowerPoint presentation?

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