

# **BUSINESS COMMUNICATION**

## **SYLLABUS**

The objective of this Course is to understand the communication concepts and to develop the students' competence in communication at an advanced level. Assuming that the students are fairly proficient in the basic communication skills of listening, speaking, reading and writing in English the course aims to train them in communicating efficiently in the workplace and professional contexts.

**1. Concept of Communication – Significance, Scope – Communication Process – Essentials of good communication – Channels of Communication – Formal, Informal Communication – Upward, Downward, Horizontal Communication.**

**2. Types of communication: Verbal – Oral Communication:** Advantages and Limitations of Oral Communication, Written Communication – Characteristics, Advantages & Limitations  
**Non verbal Communication:** Sign language – Body language – Kinesics – Proxemics – Time language and Haptics: Touch language.

**3. Interpersonal Communication:** Communication Styles, Managing Motivation to Influence Interpersonal Communication – Role of emotion in Interpersonal Communication.

**4. Barriers of Communication:** Types of barriers – Technological – Socio-Psychological barriers – Overcoming barriers, Types of listening.

**5. Report writing** – Formal reports – Writing effective letters – Different types of business letters - Interview techniques – Communication etiquettes

### **Text Books:**

- Business Communication, C.S.Rayudu, HPH.
- Business Communication, Meenakshi Raman, Oxford University Press.

### **References:**

- Business communication, Shalini Varma, Vikas.
- Business Communication, Raymond V.Lesikar, Neeraja Pandit et al., TMH
- English for Business Communication, Dr.T.M Farhatulla, Prism books Pvt. Ltd.
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- Business communication for managers, Penrose, Raspbery, Myers, Cengage
- The Skills of Communication, Bills Scot, Gower publishing company Limited, London.
- Effective Communication, Harward Business School, Harward Business Review
- Essentials of Business Communication, Rajendra Pal, JS.Korlahhi, S.Chand

# UNIT-1

## CONCEPT OF COMMUNICATION

### INTRODUCTION:

Achieving success in the work place is closely associated with the ability to communicate effectively, both in workplace and also with outsiders.

- There are number of communication challenges exist at workplace shown below-

1. Identifying a problem
2. Arriving at an appropriate solution
3. Supervising work
4. Coordinating various functions
5. Coordinating people and their activities
6. Developing products and services
7. Developing relationships

- ❖ The term communication has been derived from the Latin word “**COMMUNIS**” that means “**Common.**”
- ❖ Thus, if a person effects communication, he establishes a common ground of understanding.
- ❖ Literally, communication means to **inform, tell, show or spread information.**
- ❖ It can be interpreted as an interchange of thought/information to bring about greater understanding and confidence, leading to better industry relations.

### DEFINITION OF COMMUNICATION:

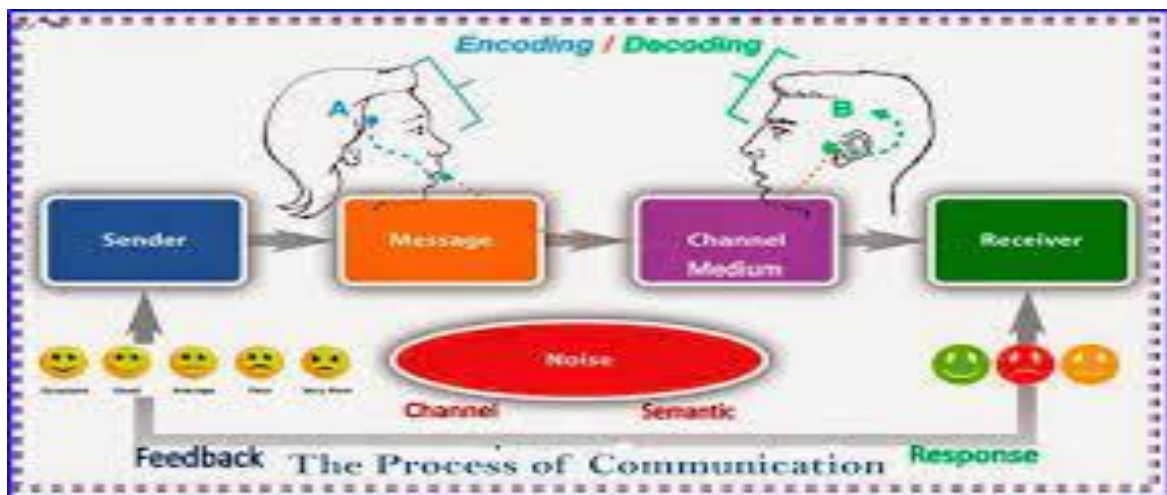
1. “Communication is the process of exchanging information usually through a common system of symbols.”

2. According to **ROBER ANDERSON**, “Communication is an interchange of thoughts, opinions, or information through speech, writing or signs.”

3. According to **GEORGE TERRY**, “Communication is an exchange of facts, ideas, opinions or emotions by two or more persons.”

4. According to the **American Management Association**, “Communication is any behavior that results in an exchange of meaning.”

## ELEMENTS OF THE COMMUNICATION PROCESS



### 1. SENDER/ENCODER/SPEAKER

The person who initiates the communication process is normally referred to as the **sender**. He is the person who communicates a message and is the one who conceives and initiates the message with the purpose of informing/changing the attitude, opinion or behaviour of the receiver.

The entire burden of communication then rests upon the sender.

### 2. RECEIVER/DECODER/LISTENER

A receiver is the targeted audience of the message.

The receiver gets the message, understands and tries to perceive the total meaning of the message as transmitted by the sender. He receives an encoded message which attempts to decode. If the goal of a sender is envisioned as similar to his own, the listener becomes more receptive.

The decoding of the message is done in almost entirely the same terms as were intended by the sender.

### 3. MESSAGE

It is information, written or spoken, which is to be sent from one person to another. Message is the encoded idea transmitted by the

sender making the formulation of the message extremely important. The sender must know the order in which he would like to present his ideas and how the message should be formulated and transmitted.

#### 4. CHANNEL

Another important element of communication is the medium or channel, which is nothing but vehicle or medium which facilitates the sender to convey the message to the receiver. It could be oral, written or non verbal.

Each medium follows its own set of rules and regulations.

For example in oral communications one can afford to be a little informal, but when using the written mode, all rules of communication need to be observed.

#### 5. FEEDBACK

This is the top loop that connects the receiver in the communication process with the sender, who, in turn acts as a feedback receiver and thus gets to know that communication has been accomplished.

It also ensures that the receiver has received the message and understood it is intended by the sender.

The various elements of communication are briefly described to help you understand the process of communication. **Besides the two elements i.e., Encoding & Decoding need to be understood.**

**ENCODING:** Encoding is changing the message into symbols that is patterns words/gestures/pictorial forms or signs of a specific visual language.

**DECODING:** This is the act of translating symbols in communication into their ordinary interpretation. However this would consist of meanings of the symbols together with the tone and the attitude of the sender, as reflected by the structure of the message and the choice of words by the sender.

In management, the decision making process is greatly helped by receiving feedback from those who are directly concerned with changes proposed or effected and communicated to them.

## **TYPES OF COMMUNICATION**

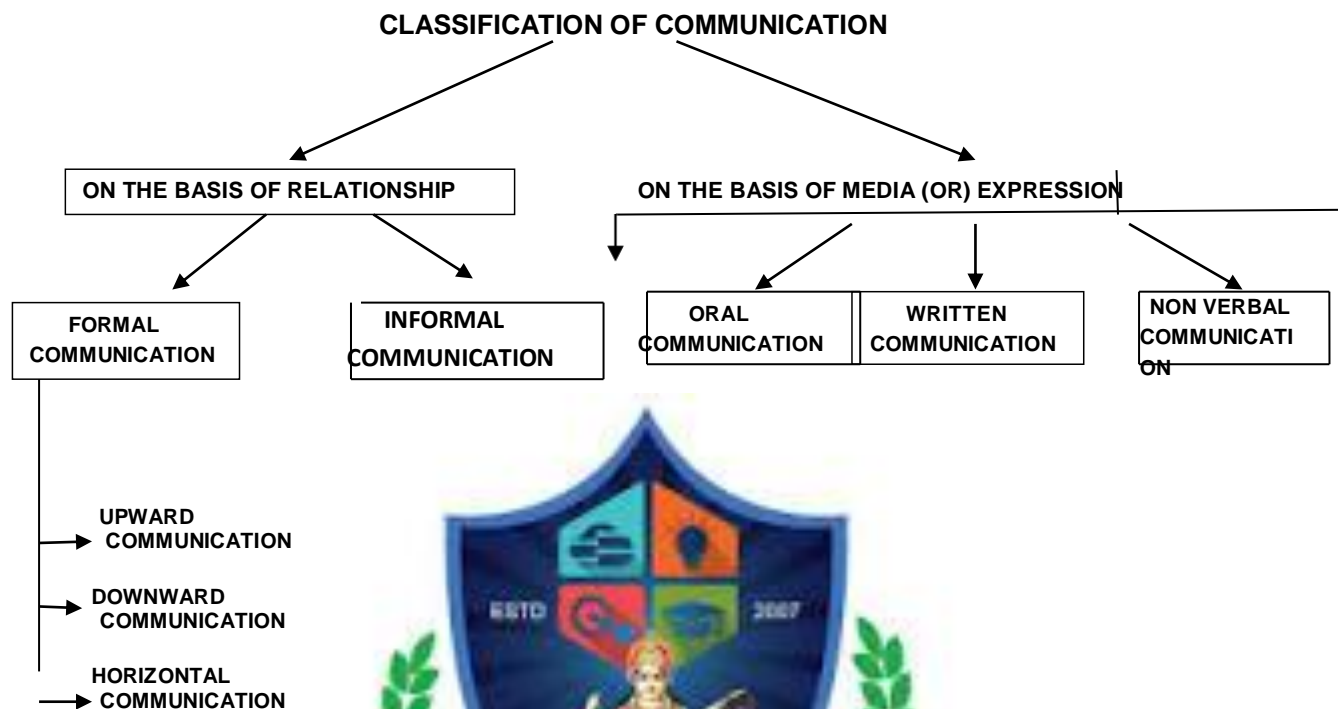
### **Introduction:**

Communications is the nervous system of an organization. It co-ordinates the efforts of the members towards achieving organizational objectives. Communication in an organization may take any form of direction,



depending upon the structure of the organization, or the manner of transmission of the message communicated.

Thus, communication may be classified on the following basis.



## UNIT -2

### INTRODUCTION

We communicate by exchanging symbols to describe our ideas and experience. Language is a common system of symbols which we use for sharing our experience with others. We can also use symbols like pictures, colors, signs and sounds to communicate. We do communicate a number of things, by our facial expressions, movements, clothing and so on, irrespective of whether we speak or not.

Communication channel or media may be verbal or non-verbal.

- Verbal means **“that includes words”**.
- **“Communication without words”** is known as Non Verbal Communication.

It is rightly said that if one does not understand someone’s words, how he or she can understand the silence. Therefore, verbal communication, both oral and written is most important for the sender and receiver.

### CHANNELS OF COMMUNICATION



## Verbal Communication



1. Oral Communication
2. Written Communication

## Non-Verbal Communication



1. Sign language
2. Kinesics
3. Proxemics
4. Chronemics
5. Haptics

## VERBAL COMMUNICATION

### 1. ORAL COMMUNICATION

In any organization, formal and informal, communication is more oral than in written. It is primarily oral communication that brings members of a family, neighbours and friends and colleagues together.

According to **Francis J Bergin**, oral communication is characterized by seven C's candidness (frankness), clarity, completeness, conciseness (uses few words to say much), concreteness (specific, definite), correctness and courtesy (politeness).

### 2. WRITTEN COMMUNICATION

Written communication has come to acquire great significance in the lives of individuals as well as business organizations. Most businesses rely on records and written documents, rather than on verbal contracts and oral commitments above.

It is impossible to think of business or an organization without written communication.

### WRITTEN



Instructions  
Memoranda  
Letters  
Handbooks  
Policy

### ORAL



instructions  
speeches  
meetings  
telephone  
statements  
loudspeakers

Procedures electronic news displays

### Oral Communication Vs Written Communication

ORAL COMMUNICATION	WRITTEN COMMUNICATION
Immediate feedback	Delayed feedback
Shorter sentences	Longer sentences

More informal	Longer words
Conversational focus	More formal
Focus on relations	Focus on content and precision
Less detailed technical information	Delayed action
More personal pronouns	More detailed technical information
Simpler construction	Fewer personal pronouns
More imperative, interrogative and exclamatory sentences	More complex constructions
Review is rare	Useful for permanent records and detailed documentation
Lesser focus on grammar	Grammar accuracy is ensured
Local phrases and idioms are used	Phrases and idioms acceptable to all are considered
Simpler	More Sophisticated
Dynamic	Static
Economical	Expensive and stable
Involves talking and listening	Involves writing and reading

### QUALITIES OF A SPEAKER:

1. A good speaker has a great tone of speaking.
2. A Good speaker speaks with passion and determination.
3. A good speaker never stumbles during his speech and he is very fluent .
4. Always leave an impression that audience ask for more.
5. Always keep in mind some facts for justification.
6. Always observe silence and smiling faces all around.
7. Not bother or in fear of controversy.
8. Interacting with audience showing inter-personal relation.
9. Always ready to entertain to the desire of the audience.
10. A good speaker never let lame ending of speech.

### NON-VERBAL COMMUNICATION

The word “Non Verbal Communication” means communication which does not involve speech or words. Thus, this is the **wordless message** received through the medium of gestures, signs, body movements, facial expressions, tone of voice, colour, time, space, style of writing and choice of words.

### SIGN LANGUAGE

The signs, symbols, signals and indicators have generally been of two types -visual and audio or sound signals.

#### VISUAL SIGNS

The tradition of drawing pictures for communicate purpose continues. **Posters and pictures** both big and small, real life drawings as well as **cartoons and statues** are freely

used for general information as also for business purposes. **Maps and diagrams** are an essential part of say a book of geography, science, economics and history in the same way as

no pamphlet of tourism and hotel industry, oil refinery or motor company is complete without

nice looking colorful photographs.



### AUDIO/SOUND SIGNALS

Side by side with visual, signals, audio or sound signals have always been in use since the beginning of civilization, and have conveniently been adopted by the world of business. Different kinds of **drumbeat** were used by people living in jungles in olden times, as we are told in our history and geography books.

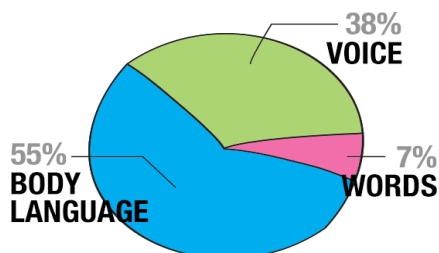
But drumbeating is in use, also in modern times, conveying or sharing different kinds of feelings on different occasions or celebrations.

There are various kinds of **alarm signals, fire alarms, accident, casualty alarms, air raid or assault alarms, VIP motorcade alarms and machine breakdown alarms.**

### BODY LANGUAGE/KINESICS

Kinesics is the name given to study of body's physical movements.

#### Kinesics or Body Language Includes



- a. Facial expressions
- b. Eye contact
- c. Gestures
- d. Postures
- e. Appearance



## → FACIAL EXPRESSIONS

Every facial muscle is an instrument of communication with a significant role to play. The face and eyes are the most expressive means of body communication.

The Seven basic categories of meanings can be communicated via facial expressions.

### ✓ Happiness

- ✓ surprise
- ✓ fear
- ✓ anger
- ✓ sadness
- ✓ disgust
- ✓ bewilderment (a feeling of being confused)

## → EYE CONTACT

Eye brows and eyelids raised and combined with dilated pupils tell us that the person is excited, surprised or frightened. Eye brows with upper and lower eyelids closed and combined with constricted pupils tell us that the person is angry or in pain.

## → GESTURES

Gestures are the physical movements of arms, legs, hands and head, which help one to express thoughts and to emphasize one's speech.

### SOME OF THE EMBLEMS ARE

- ❖ Patting the stomach: "I am full of food."
- ❖ Nodding the head up and down: "yes or I agree"
- ❖ Patting the adjacent seat: "sit beside me."
- ❖ Yawning: "I am bored"
- ❖ Cupping hand behind ear: "I can't hear you"
- ❖ Clapping hands: "I approve"
- ❖ Placing first finger on lips: "Be silent."
- ❖ Tapping finger against skull: "I am thinking."
- ❖ Waving: "Hello, goodbye, come here"
- ❖ Forming the first and second finger in the shape of V: "peace or victory"

## → POSTURES

- The body posture of an individual conveys a variety of messages.
  - For example, superiors usually take more relaxed postures than their subordinates.
  - When you lean forward to the person towards whom you are speaking with indicate interest in him/her. Sitting back on the other hand may communicate
-

lack of interest.

→ **APPEARANCE:** It includes clothing, hair, jewelry, cosmetics etc.

### **PROXEMICS:**

“Proxemics” is the study of **how we communicate with the space** around us.

**Proxemics**  
Related to space & distance

- **Intimate distance** 0 to 18 inches
- **Personal distance** 18 inches to 4 feet
- **Social distance** 4 to 12 feet
- **Public distance** 12 feet to the limit of sight

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### **CHRONEMICS**

Chronemics is the study of how human being communicates through their use of time. We do this mostly by symbolizing time, and by sending out signals regarding the importance of time and so on. In fact, time pervades our thinking and dominates our communication. We get/send out/covert signals about whether anybody/anything is early or late.

### **HAPTICS :.**

**Haptics**

- Study of touch as nonverbal communication
- Includes
  - Handshake
  - A pat on shoulder
  - Shaking hands
  - Holding hands
  - Pat on the back

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## UNIT 3

# Interpersonal Communication

- Interpersonal communication is the process by which people exchange information through verbal and non-verbal messages.



Our interpersonal communication skills are learned behaviors that can be **improved**

**through knowledge, feedback, practice and reflection.** It is extremely important in

organizations to strengthen interpersonal relationships. This communication will result

in productive work which is ultimately what organizations are looking for.

It influence the attitudes and behaviors of others make decisions and solve problems.



### **COMMUNICATION STYLES**

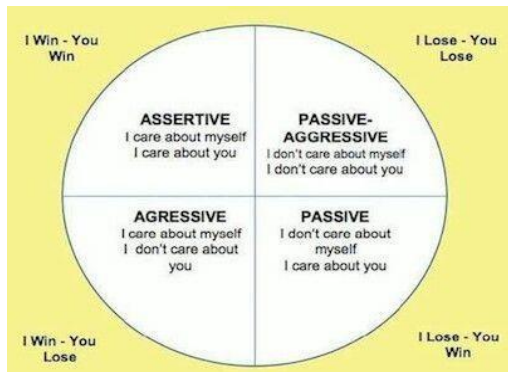
A person style may be dominant, dramatic, impression, relaxed, open or friendly. These dimensions measure how you interact in various situations. People have different conversational styles.

**According to Norton** – communication style is the way one verbally, non-verbally and Para-verbally interacts to signal how literal meaning should be taken interpreted or understood.

### **TYPES OF COMMUNICATION STYLES**

There are four types of communication styles.

1. **Assertive communication**
2. **Aggressive communication**
3. **Passive communication**
4. **Passive-aggressive communication**



## 1. ASSERTIVE COMMUNICATION

It is most effective and healthiest form of communication. In this individuals clearly state their opinions and feelings. When we are being assertive, we work hard to create mutually satisfying solutions.



Assertive

## 2. AGGRESSIVE COMMUNICATION

- Don't respect needs, opinions, or feelings other than their own.
- Do not apologize for things, even when they are at fault
- Do not respect the rights of others
- Feel others do not have a right to ask for things they want
- Avoid discomfort, even at the risk of conflict



## 3. PASSIVE COMMUNICATION

**“Passive Communication involves putting your needs last. You don’t express your thoughts or feelings, or ask for what you want.”**





#### 4. PASSIVE-AGGRESSIVE COMMUNICATION

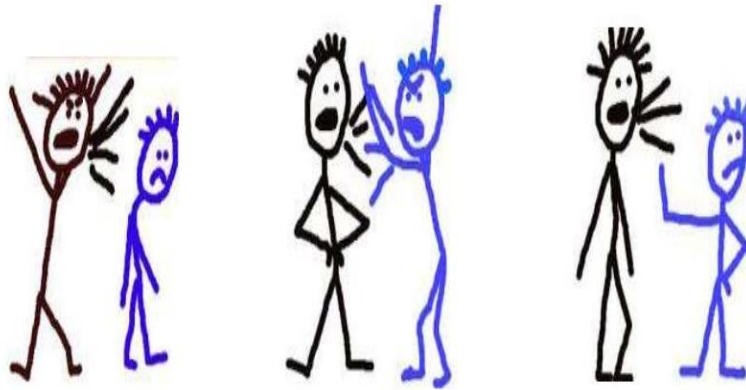
It avoids direct confrontation (passive) but attempts to get even through manipulation (aggressive). This style of communication often leads to office politics. People/ individuals use facial expressions that don't match how they feel i.e., smiling and angry. They have difficulty acknowledging their angry.



#### TABLE

### Passive > Assertive < Aggressive

Too Nice	Firm	Mean
Suck it up	Clear Messages	Explosive
Hold it in	"I" Statements	Arrogant
Denial	Broken Record Technique	Oblivious
Subtle Manipulation	Well Respected	Manipulative
Guilt	Self-Accepting	Self-Absorbed
Shame	Self-Aware	Threatening
Low Self-Esteem	Self-Confident	Low Consideration of Others
Powerless	Powerful	Tyrannical/Put of Control
Latent Hostility	Comfortable	Hostile
Weak Boundaries	Well Defined, Clear Boundaries	Overbearing
Passive	Active	Attacking
"Door Mats"	Content	Dominant
Needs Acceptance	Self-Sufficient	Needs Power



## CONVERSATION BETWEEN TWO EMPLOYEES IN THE ORGANISATION

### COFFEE BREAK IN THE OFFICE

Kavitha : Hmmmm, I am desperate for a Coffee.

Sheela: Hey Kavitha, I am late for break, Can I have your Coffee??

Kavitha: But then I do not have time to make another one....( THINKING...)

If Kavitha is a **Passive Person,**

Kavitha: Of Course, No Problem ( Inner feeling!! Hmmmm)

If Kavitha is an **Aggressive Person,**

Kavitha: No way, you always take advantage of everyone, Get your own!!!

If Kavitha is a **Passive and Aggressive Person,**

Kavitha: Of Course, No Problem...Just give me a moment to get it just right!!!  
[ I spit it when she is not looking,she does my head in...(Inner feeling) ]

If Kavitha is a **Assertive person,**

Kavitha: Well, OK as long as you make me one tomorrow!!!

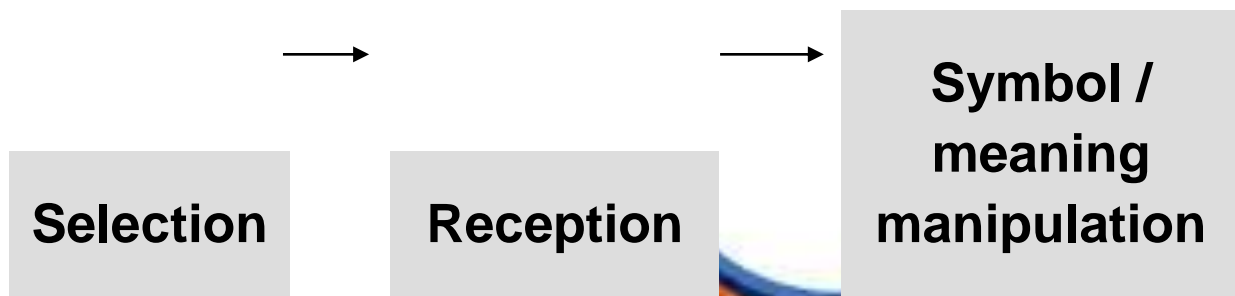
## UNIT-4

### LISTENING

Listening is a mental activity and hearing is a physical activity. In hearing we do not use brain. Writing and speaking skills improve with practice. But listening improve only by consciousness & concentration.

Listening beings with **hearing + Observing**

#### The listening Process:



**SELECTION:** Selection of the listening message will initiates the process. Once an individual speaks, the listeners will not listen to whole subject matter. They will listen selectively.

**RECEPTION:** After selecting sounds to listen, the nest stage is reception. So, hearing will picks up the chosen sound waves and transfers them into brain

**MANIPULATION:** In this stage one's mind requires to take message, interpret them and convert them into meanings for them. One usually cannot re-listen from the same speaker as one can re-read.

Types of Listening:

#### **1. Informational listening**

We will use informational listening to understand and retain information. It usually takes a high level of concentration to perform this type of listening. That's because we [need to be highly engaged](#) to understand a new concept.

Examples:Work training,Self-paced learning at home or at work,Listening to an educational ebook ,[Coaching](#)

#### **2. Discriminative listening**

Discriminative listening is the first listening type that you're born with.Everyone initiately has discriminative listening skills.We use this type of listening before we even know how to understand words. Instead of relying on words, discriminative listening uses tone of voice, verbal cues, and other changes in sound.

Discriminative listening is how babies understand the intention of a phrase before they can understand words. If someone speaks to them in a happy and amused tone of voice, they'll smile and laugh back. They can also tell who is talking because they recognize different voices.

### 3. Biased listening

Biased listening is also known as selective listening. Someone who uses biased listening will only listen for information that they specifically want to hear. This listening process can lead to a distortion of facts. That's because the person listening isn't fully in tune with what the speaker wishes to communicate.

example:

Let's say the superior is briefing on a new project. You're waiting to hear about the details of this assignment because you've been excited for a long time about it.

Because you're so focused on the details of the assignment, you don't fully hear everything your superior says. As a result, you *hear* your superior explain how you'll be judged on this project, but you don't fully *process* it.

Because you don't have this information, you may not perform as well as you could if you had understood all the details.

### 4. Sympathetic listening

Sympathetic listening is driven by emotion. Instead of focusing on the message spoken through words, the listener focuses on the feelings and emotions of the speaker. This is done to process these feelings and emotions. The speaker will feel heard and validated when you take the time to pay attention in this way. Sympathetic listening is crucial if you want to build a deeper relationship with someone in your life.

For example, let's say we run into a work colleague at the grocery store. They seem upset, so we decide to listen to what they have to say. We also use sympathetic listening to feel how they are feeling. In doing this, we notice how frustrated they are about the lack of recognition they are getting at work.

As a result, we can offer our support and sympathize with their situation.

### 5. Comprehensive listening

Unlike discriminative listening, comprehensive listening requires language skills. This type of listening is usually developed in early childhood. People use comprehensive listening to understand what someone is saying using words. At work and in our life, we will likely use a combination of comprehensive and discriminative listening to understand the messages people are giving.



For example, let's say the colleague briefs on a project. We need to use comprehensive listening to analyze the words and understand the message.

You'll also use comprehensive listening [when you receive feedback](#).

### 6. Empathetic or therapeutic listening

Empathetic listening is useful to help you see from other people's perspectives. Using this type of listening, we can try to understand someone else's point of view as they're speaking. Instead of just focusing on message, we can use empathetic listening to relate to someone else's experiences as our own.

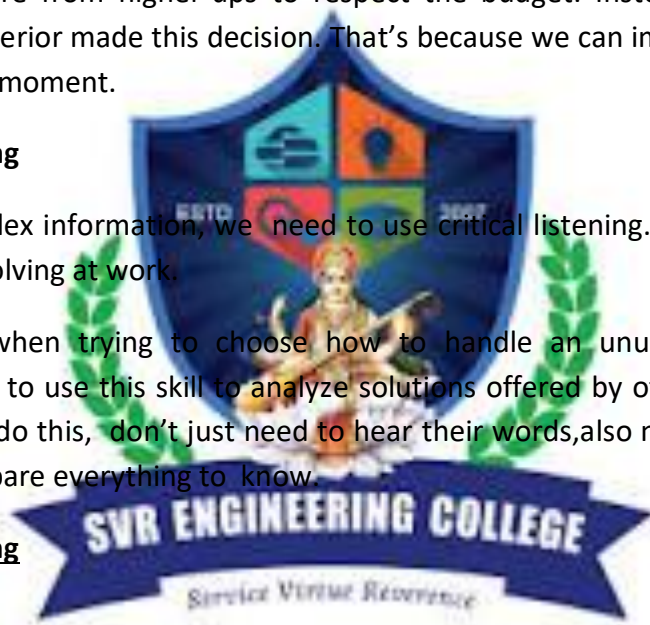
Here's an example:

Let's say the superior just announced that this week's company outing is canceled due to budget cuts. By using empathetic listening, we can tell how much pressure the superior is feeling. The pressure from higher-ups to respect the budget. Instead of getting upset, we understand why superior made this decision. That's because we can imagine what it's like to be in their shoes at this moment.

### 7. Critical listening

To analyze complex information, we need to use critical listening. Critical listening is crucial when problem-solving at work.

For example: when trying to choose how to handle an unusual and complex client request, we need to use this skill to analyze solutions offered by other people and decide if agree or not. To do this, don't just need to hear their words, also need to look at the bigger picture and compare everything to know.



### Types of FAULTY listening

1. Pseudo listening
2. Selective listening
3. Self-centered listening
4. Fill-in listening
5. Insulated listening

**Pseudo listening:** -- “ Body present.....Mind absent ”

Sometimes we look as good listeners by our correct external behavior, but we allow our mind to travel elsewhere at a free of cost.

**Selective listening:** --- “ Pick a Part from full ”

Sometimes we used to listen part of message that are of particular interest.

**Self-centered listening:** ---- “ Opposite of talking is Opportunity to speak ”

While others are speaking, we have to wait for the opportunity to speak till that you have to listen. But we use that time to rehearse our next response instead of really listening

**Fill-in listening:** -----“ Trying to bridge the gaps ”

Through selective listening we will get some gaps in understanding the message. He will try to fill the gaps by re-hearing what we heard.

**Insulated listening:** ----- “ Restricting ourselves ”

Sometimes we decided not to listen to messages that makes us uncomfortable. Here in this method listener will choose what parts to miss.

### Essentials to become a good listener

1. Keep quiet while Listening (SILENT)
2. Focus on the content, not on appearance
3. Listen first & take notes later
4. Don't interrupt the speaker
5. Observe the non-verbal signals i.e body movements, facial expressions & gestures etc.....
6. Avoid selective listening
7. Accept every subject and every listener
8. Ask questions to encourage speaker
9. Arrive early at the place of lecture.



## UNIT -5

### WRITTEN COMMUNICATION

A famous English writer **Francis Bacon** said, “Reading maketh a full man, writing an exact man, conference a ready man.” In order to make himself ‘**exact**’ i.e., to say effectively what he wants to say, the writer has to make considerable effort. While speech comes to us naturally and spontaneously, writing comes after serious practice and careful organization of thought.

The word ‘**write**’ has been derived from the old English word ‘**writan**’ that means to **scratch, draw or inscribe**. It shows that man learnt writing through a long process of drawing, scoring and incising symbols rock faces, dried skins, tree barks and clay tables.

The power of writing is eloquently expressed in the saying “**pen is mightier than the sword.**”

### WRITTEN COMMUNICATION IN AN ORGANIZATION

1. In the first place, in an organization, there are too many people to have face-to-face communication with. They are generally spread over wide geographical distances, and are sometimes not even connected by telephone. Though the situation is changing fast. But, even then, exchange of letters remains an important component of communication.
2. People have to function with defined limits of authority and responsibility. In the absence of written communication, it becomes difficult to fix responsibility. This therefore is an essential part of any manager’s responsibility to communicate on paper.

Methods of written communication in an organization include.



Letters	Memoranda	Notices
Minutes	Circulars	Agenda
Manuals	Handbooks	Reports
Orders	Enquiries	Complaints
Quotations	Contracts	Forms

### REPORT WRITING:

**A report is a presentation and summation of facts, figures and information**

**either collected or derived.**

Report writing is the creation of a structured document that precisely describes, and examines an event or occurrence. A report is a document that is **short, sharp and specially written for a particular audience and purpose**. It is a logical and coherent structuring of information, ideas and concepts. ✚ “A **business report** is an orderly,

unbiased communication of factual information that serves some business purpose.” Reports **provide feedback** to the manager on various aspects of organization. Every executive is supposed to submit reports to their superiors in scheduled time intervals. For that, he has to learn the skill of writing reports.

### **FORMAL REPORTS**

**A formal report is a document that discusses a certain subject or a problem and is written for a specific audience.** Such works have a special format, which varies in different organizations and facilities. There is no wonder numerous people have hard times understanding how to write a formal report as the structure of the paper is very complicated:

- 1) **Cover letter** - is sent to a person who will read the work in order to call this person for a certain action.
- 2) **Title page** - shows the subject of a paper, date of submission, the name of the company and a few details about the writer.
- 3) **Table of contents** - lists the headings and subheadings of the work.
- 4) **Abstract page** - briefly states the purpose of writing, the problem or a study, findings and their importance.
- 5) **Introduction** - provides the background information on a situation and reasons why the project is necessary.
- 6) **Discussion** - fully describes the project or an issue, presents the results and their analysis.
- 7) **Conclusion** - examines the results and outcomes.
- 8) **Recommendations** - advises on the usage of a report and further actions that have to be taken.
- 9) **Glossary** - explains the mentioned terms.
- 10) **References** - lists the works cited in the paper.
- 11) **Appendix** - includes additional materials.

In cases when a report is addressed to someone in the company, it is not necessary to write a cover letter. However, the receiver needs to be notified with a memo, which is quite different from the letter.

### **COMPONENTS OF FORMAL REPORTS**

The following components are found in most formal reports. They can be omitted or included as required:

#### **1. Front Matter:**

- a) Letter to introduce the report to the person who requested it and/or to whom the report is being sent.
- b) Brief summary of the entire report.
- c) Title Page
- d) Table of contents
- e) List of figures
- f) List of tables

#### **2. Body**



- a) Introduction: The purpose, problem statement, background information, research methods, limitations and preview of the report.
- b) Discussion: Data, findings and results
- c) Conclusion: Summary of purpose, problem statement, relevant background, research methods and find recommendations to the reader on the best course of action.

### 3. Back Matter:

- a) Appendix or appendices
- b) Bibliography or references
- c) Glossary

**A formal report provides information and presents recommendations based on that information. Examples include feasibility studies position, papers research reports and problem solving reports.**

1. Write a Report for the newspaper describing a traffic jam in which you, along with many, were trapped for many hours.

TRAFFIC JAM: A NUISANCE ON ROADS  
---Yashraju Ravi Kumar

On 23/10/2018, the main highway connecting the two major suburbs of our city witnessed a real chaos in the form of a traffic jam in which thousands of people were caught for several hours,

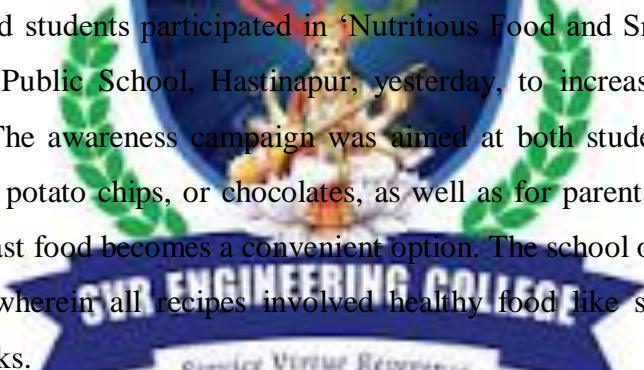
It was around 5 pm in the evening and the office goers, the school buses of various schools and traders along with many others were returning from the busy route. The traffic was running smoothly but suddenly the vehicles came to an abrupt halt. There was utter confusion among all. The traffic was not moving even an inch. Soon anger erupted among many. Patience slowly melted and there was argument, heated talks, and even several came out from their vehicles in anger. Fuming, everyone was vexed to know the cause of that traffic jam. People were in hurry to reach their destination but not even one traffic police officer could be seen in the vicinity. Then some excited youngsters jumped into the scene and began clearing the scene. They reached at the place where the halt had begun. A badly wounded person was seen unconscious in damaged car. Situation was understood and immediately an ambulance was called by onlookers. Within no time, the ambulance arrived followed by the police too. It took two hours to clear the traffic. But finally the injured person was taken in the ambulance, the damaged car was picked by the police and the traffic moved.

2. To promote healthy eating habits amongst school children your school recent organized a 'Nutritious Food and Snacks Competition'. The competition was open to both parents and students. The participation was very encouraging. The famous nutrition expert, Dr. Hari Naik was the chief guest. As Ahmed Hussain, the student editor of your school magazine, write a report about this event in 100 words.

19-04-2018

### SECRETS TO HEALTHY SNACKING

----Ahmed Hussain



Hundreds of parents and students participated in 'Nutritious Food and Snacks Competition' organized by Vaibhav Public School, Hastinapur, yesterday, to increase awareness about healthy eating habits. The awareness campaign was aimed at both students, who snack by grabbing burgers, fries, potato chips, or chocolates, as well as for parents, who are juggling busy schedules where fast food becomes a convenient option. The school organized a Healthy Cooking Competition wherein all recipes involved healthy food like salads, whole grain breads and roasted snacks.

The winner amongst parents was Ms Neeru Mittal and amongst students was Noor Kajani of XII B.

The eminent nutrition expert, Dr Hari Naik, the chief guest said, 'When it comes to smart snacking, think small portions, think healthy portions!' This competition was an eye opener for one and all.

### **LETTER WRITING**

Letters enable to sell products, to put out ideas, win goodwill, and to incite action of various kinds. Envelops letters permit enclosures like cheques, D.D (Demand Draft), memos, receipts, returns and others. Letters are used for both internal and external communication. Letters enable one person to reach another and thus ensure **two way communications**. It represents a written message sent by post, sometimes, including an envelope, a postcard, and an inland letter. A letter speaks to a wider cross-section like

retailers, wholesaler's editors, dealers, auditors, consultants, employees, student, foreigners etc., The **quality** of letters written promotes the image of the companies.

## WRITING EFFECTIVE LETTERS

The essential of good letter writing is to put ideas in a clear-cut manner, conveying the message in such a way as understandable by the recipient. Though the principles of writing a letter are uniform there is a lot of difference between business , personal and official correspondence.

A good letter must have at least six parts

1. Letter head
2. Inside address
3. Salutation body
4. Complimentary close
5. Signature
6. Signature identification

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## DIFFERENT TYPES OF BUSINESS LETTERS

Business letters can be written between to an employer of the same company, by an employer to his employee, can be written to the suppliers or other business partners and of course to the customers. There are different types of business letters:

### I. BUSINESS-TO-BUSINESS LETTERS:

1. [Letter of Appreciation](#)
2. [Letter of Acknowledgement](#)
3. [Cover Letter](#)
4. [Letter of Reference](#)
5. [Inquiry Letter](#)
6. [Letter of Termination](#)
7. [Letter to Place Order](#) etc.

### II. BUSINESS-TO-CUSTOMER/CUSTOMER-TO-BUSINESS LETTERS:

1. [Letter of Apology](#)
2. Letter to Inform about Circular
3. Letter of Complaint

4. Letter for Payment Collection
5. Letter before Signing a Contract
6. Follow-up Letter
7. Appointment Letter
8. Sales Letter
9. Welcome Letter
10. Goodwill Letter

1. Letter of Enquiry:

**April 5, 2019**

Bob Smith  
2151 Columbus Road  
Poplar, MI 23783

Harper Est.  
64 Small Street  
New York, NY 64641

Dear Sir,

With reference to your advertisement in the Silver Globe dated April 5, 2019, I would like to have a copy your latest catalogue. I would appreciate it if you could send it at your earliest.

Yours faithfully,

Bob Smith





## 2. Acceptance of Proposal

May 10, 2019

John Doe Sobriety  
Co. Ltd.London,  
England

Re: Proposal for Project

Samuel Kennedy  
High Engineering Works  
London, England

Dear Mr. Kennedy,

We are glad to inform you that your proposal for the project has been reviewed and accepted. We would like to arrange a meeting with you to sign the agreement.

We are eagerly looking forward to this project and are happy to have the opportunity to work with you.

Yours sincerely,

John Doe Project

Manager



3. Letter of Request:

Margaret King  
Hill Station Office  
Dublin, Ireland

May 21, 2004

Re: Monday's Meeting

PR Department  
Slates Company  
Dublin, Ireland

Attention: Mr. Tom Jones

Dear Mr. Jones,

We would like to remind you about Monday's meeting. I am sure you understand the importance of this meeting, and thus request you to be at our office at 10 a.m. sharp. In case the time does not suit you, please call our office and fix a different time with my secretary. Please bear in mind the urgency of this meeting and try not to delay too much.

Yours sincerely,  
Margaret King.



## **INTERVIEW TECHNIQUES**

These interview techniques cover all the basics you need to know polish up your interview technique and ace a job interview. From checking out the company to sending an interview thank you note, make your meeting with the hiring manager a success from beginning to end.

### **1. DRESS FOR INTERVIEW SUCCESS**

The first impression you make on a potential employer can make a big difference in the outcome of your job interview. The first judgment an interviewer makes is going to be based on how you look and what you are wearing. That's why it's always important to [dress appropriately for a job interview](#). What's appropriate varies by employer, so you'll need to pick out an outfit that's a fit for where you want to get hired.

### **2. BRUSH UP YOUR INTERVIEW SKILLS**

During a job interview, your ability to interact with the interviewer and articulate your thoughts are just as important factors in getting the job as the qualifications listed on your resume. Take some time before the interview to ensure [your interview skill set is as ready as your resume](#).

### **3. MINIMIZE INTERVIEW STRESS**

Interviews can be stressful, even if you're a pro who has gone on many of them. There are techniques you can use to [minimum stress before and during your job interviews](#). It will make it much easier to manage the interview when you're not feeling stressed.

### **4. MAKE THE BEST IMPRESSION**

Impressions really do matter, and you don't have much time to make a good impression during a job interview. From the time you greet the receptionist until the time you leave the building, you're being evaluated as a potential new hire. It's important to [leave everyone you meet with the best impression you can](#).

### **5. SELL YOURSELF TO THE INTERVIEWER**

When you're in a job interview, it's up to you to [sell your qualifications and credentials to the hiring manager](#). You'll also need to show the interviewer that you're a good fit for both the position and the organization. With some preparation, you'll be able to present yourself as a candidate any organization would love to hire.

### **6. WHAT TO DO WHEN YOU'RE AN INTROVERT**

Interviews can be really challenging when you're an introvert, but there are techniques to help introverts shine during job interviews, including how prepare and handle an interview, and [how to sell your introvert qualities](#).

**7. TAKE THE TIME TO SAY THANK YOU AFTER THE INTERVIEW** Taking the time to [say thank you after a job interview](#) not only is good interview etiquette. It also reinforces your interest in the position and shows the interviewer that you have excellent follow-up skills. Use your thank you letter, as well, to address any issues and concerns that came up during the interview.

### **8. PRACTICE INTERVIEWING**

Taking the time to review [typical interview questions](#) you will probably be asked during a job interview will help give you a framework for your responses. It will also calm your frazzled nerves because you won't be scrambling for an answer while you're in the interview hot seat. [Practice interviewing with a friend or family member](#) ahead of time, and it will be much easier

when you're actually in a job interview.

## **9. USE YOUR NETWORKING CONTACTS**

Who you know at the company you are interviewing with really does matter. Your connections can refer you for a job, provide inside information on the company, and tell you what to expect during the interview.

Here's [how to use your contacts and connections to get an insider advantage](#) so you can ace the interview and impress the interviewer.

## **10. CHECK OUT THE COMPANY**

How much do you know about the company that just contacted you to schedule an interview? It should be plenty, and all the information you need is available online.

Here are [tips on how to research a company](#), get the inside scoop on the company culture, and use your connections to get an interview advantage.

## **11. BE PREPARED FOR A PHONE INTERVIEW**

While you're actively job searching, it's important to be prepared for a phone interview on short notice. You never know when a recruiter or a networking contact might call and ask if you have time to talk about a job opportunity.

Review these tips for advice on [how to pull off your phone interview without a hitch](#).

## **12. HANDLE A GROUP INTERVIEW**

Interviewing with one person is tough enough, but it's even harder when you have to interview with a group (or panel) of interviewers. Here's how advice on [how to ace a panel interview](#).

## **13. INTERVIEW WHILE DINING**

Taking you to breakfast, lunch or dinner provides the interviewer with a chance to check out your [communication](#) and [interpersonal skills](#), as well as your table manners, in a more casual environment than an office setting.

Here's advice on [how to handle an interview while dining](#) including what to order, dining interview etiquette, who pays, and more tips for interviewing over coffee or a meal.





## ETIQUETTE:

Etiquette in simpler words is defined as good behaviour which distinguishes human beings from animals.

Human Being is a social animal and it is really important for him to behave in an appropriate way.

Etiquette refers to guidelines which control the way a responsible individual should behave in the society.

### NEED FOR ETIQUETTE

- Etiquette makes you a cultured individual who leaves his mark wherever he goes.
- Etiquette teaches you the way to talk, walk and most importantly behave in the society.
- Etiquette is essential for an everlasting first impression. The way you interact with your superiors, parents, fellow workers, friends speak a lot about your personality and upbringing.
- Etiquette enables the individuals to earn respect and appreciation in the society. No one would feel like talking to a person who does not know how to speak or behave in the society.
- Etiquette inculcates a feeling of trust and loyalty in the individuals. One becomes more responsible and mature. Etiquette helps individuals to value relationships.

### TYPES OF ETIQUETTE

1. **Social Etiquette-** Social etiquette is important for an individual as it teaches him how to behave in the society.
2. **Bathroom Etiquette-** Bathroom etiquette refers to the set of rules which an individual needs to follow while using public restrooms or office toilets. Make sure you leave the restroom clean and tidy for the other person.
3. **Corporate Etiquette-** Corporate Etiquette refers to how an individual should behave while he is at work. Each one needs to maintain the decorum of the organization. Don't loiter around unnecessary or peep into other's cubicles.
4. **Wedding Etiquette-** Wedding is a special event in every one's life. Individuals should ensure they behave sensibly at weddings. Never be late to weddings or drink uncontrollably.
5. **Meeting Etiquette-** Meeting Etiquette refers to styles one need to adopt when he is attending any meeting, seminar, presentation and so on. Listen to what the other person has to say. Never enter meeting room without a notepad and pen. It is important to jot down important points for future reference.
6. **Telephone Etiquette-** It is essential to learn how one should interact with the other person over the phone. Telephone etiquette refers to the way an individual should speak on the phone. Never put the other person on long holds. Make sure you greet the other person. Take care of your pitch and tone.
7. **Eating Etiquette-** Individuals must follow certain decorum while eating in public. Don't make noise while eating. One should not leave the table unless and until everyone has finished eating.
8. **Business Etiquette-** Business Etiquette includes ways to conduct a certain business. Don't ever cheat customers. It is simply unethical.

