

Business Communication

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UNIT-I

Introduction to Business Communication: Business communication- definition, importance; Forms of Communication ó Downward, upward, horizontal and lateral communication, Process of communication;

Principles of Communication - 7cø concept; Formal and informal communication network; Nature and importance of informal communication; Grapevine ó single strand, gossip, cluster, Probability; Advantages and disadvantages of Grapevine; Barriers to communication.

UNIT-II

Written Communication: Business letters- Request letters, Good news letters, Bad news letters, Persuasive letters, Sales letters. Minutes of the meeting; Report writing; Job application and resume writing; Business communication via social network; Writing a blog.

UNIT-III

Oral Communication: Principles of oral presentations, Factors effecting presentations, Non ó Verbal communication ó, Para language, Time, Space, Silence; Appearance, Body language; Interview skills, types of interview; Mock interviews and group discussion exercises; Understanding Skype and its usage in business communication

UNIT-IV

Communicating in a Multicultural World: idea of a global world, Impact of globalization on organizational and multicultural communication, understanding culture for global communication; Etic and Emic approaches to culture, overcoming cross cultural communication, cultural protocol in various countries.

Public Relations (PR): Why PR? definitions of PR, misconceptions about PR, use of communication skills for media and public relations, press release, handling a press conference.

UNIT – 1

Business Communication

MEANING AND DEFINITION OF COMMUNICATION

The word 'communication' derived from the Latin word 'communicare' that means to impart, to Participate, to share or to make common. It is a process of exchange of facts, ideas, and opinions and as a means that individual or organization share meaning and understanding with one another. Communication adds meaning to human life. It helps to build relationship and fosters love and understanding. It enriches our knowledge of the universe and makes living worthwhile.

American Management Association defines, 'Communication is any behaviour that results in an exchange of meaning'

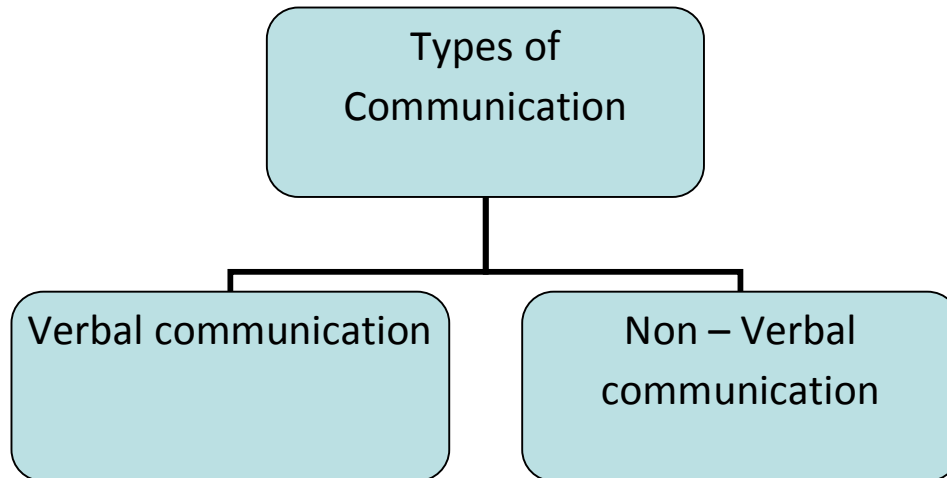
Peter little defines communication as, 'Communication is the process by which information is transmitted between individuals and/or organizations so that an understanding response results'

Newman and Summer Jr. state that, 'Communication is an exchange of facts, ideas, opinions or emotions by two or more persons'

IMPORTANCE OF COMMUNICATION

1. for instruction
2. for integration
3. for information
4. for evaluation
5. for direction
6. for teaching
7. for influencing
8. for image building

FORMS OF COMMUNICATION



Verbal Communication:

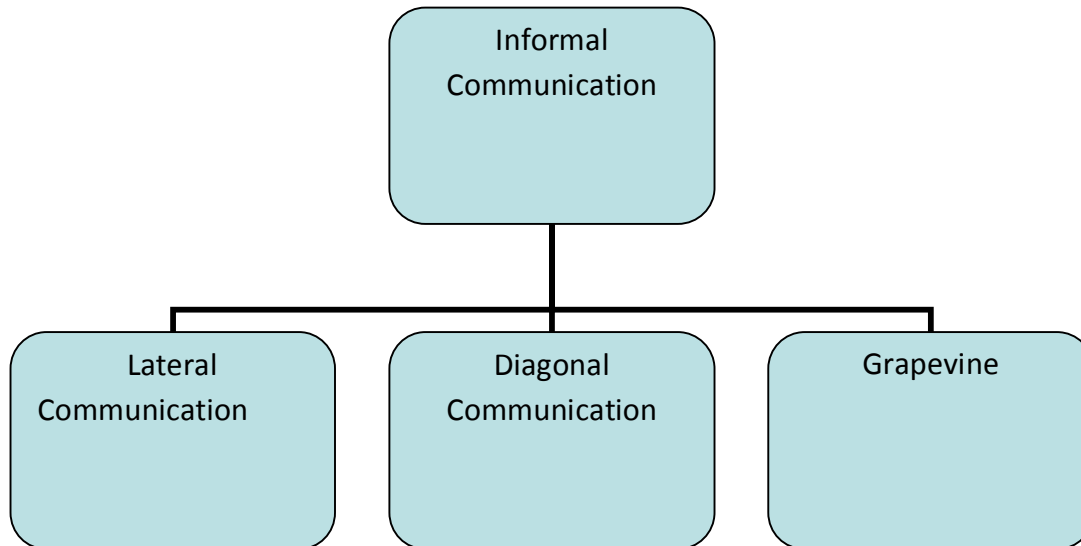
Verbal communication refers to the form of communication in which message is transmitted verbally; communication is done by word of mouth and a piece of writing. Objective of every communication is to have people understand what we are trying to convey. In verbal communication remember the acronym KISS (keep it short and simple).

DOWNWARD COMMUNICATION

This occurs when a person who is at a higher level of the organisation structure, communicates with a person or a group who is below them in the structure. Very often this is to give instructions or to pass on important information.

UPWARD COMMUNICATION

This occurs when a person communicates with a person or group above them in the organisation structure (i.e. someone more senior). This communication often passes on information relating to targets that have been set or is a response to enquiries from more senior staff.



Lateral Communication: Lateral communication is defined as the exchange, imparting or sharing of information, ideas or feeling between people within a community, peer groups, departments or units of an organization who are at or about the same hierarchical level as each other for the purpose of coordinating activities, efforts or fulfilling a common purpose or goal.

Diagonal Communication: Horizontal communication or communication with colleagues and peers -- is needed when an interdependence of individual departments exists. This form of communication occurs between employees and departments on the same organizational level. The sharing of information among different structural levels within a business. For example, diagonal communication could involve higher level management communicating to lower level management a shift in organizational objectives, as well as the ensuing dialog about how best to achieve the new goals.

Nonverbal Communication:

Nonverbal communication is the sending or receiving of wordless messages. We can say that communication other than oral and written, such as gesture, body language, posture, tone of voice or facial expressions, is called nonverbal communication. Nonverbal communication is all about the body language of speaker.

Nonverbal communication helps receiver in interpreting the message received. Often, nonverbal signals reflect the situation more accurately than verbal messages. Sometimes nonverbal responses contradict verbal communication and hence affect the effectiveness of message.

Grapevine

Informal communication is also known as grapevine communication because there is no definite route of communication for sharing information.

In this form of communication, information converges a long way by passing from one person to another person leaving no indication from which point it started. This is quite similar to the vine of grapes. It is also difficult to find out the beginning and the end of the grapevine.

(1) Single Standard:

In this form of communication, a person says something to a trustworthy person who, in turn, passes on the information to another trustworthy person and in this way a chain starts moving.

(2) Gossip Chain:

In this form of communication, a person communicates something to a number of persons during the course of a gossip. A particular person in an organisation knows something specific that happens to be interesting. He tells this thing to all the members of his group and some other people also. Normally, such information is not related to the job.

(3) Probability:

In this form of communication, a person remains indifferent about the fact as to whom he should pass on the information. There are numerous people around him. He passes on the information randomly to somebody around him. Those who get the information also have many people around them.

(4) Cluster:

In this form of communication, a person tells something to selected individuals. Those who receive the information further pass it on to another set of selected individuals.

In this way, this chain moves on. In every organisation some people have good liaison with other persons. Such people pass on the information to persons of their choice with the purpose of getting some favour from them.

Advantages

The informal channel of communication has the following advantages:

(1) Fast and Effective Communication:

Under this communication, the messages move fast and their effect is equally great on the people.

(2) Free Environment:

Informal communication is done in a free environment. Free environment means that there is no pressure of any office-big or small. The reactions of the employees can easily be collected.

(3) Better Human Relations:

Informal communication saves the employees from tension. Freedom from tension helps the establishment of better human relations. This also affects the formal communication.

(4) Easy Solution of the Difficult Problems:

There are many problems which cannot be solved with the help of formal communication. There is more freedom in informal communication which helps the solution of difficult problems.

(5) Satisfying the Social Needs of the Workers:

Everybody wants good relations with the high officers at the place of his work. Such relations give satisfaction to the employees and they feel proud. But this can be possible only with the help of the informal communication.

Disadvantages:

The defects or limitations of the informal communication are as under:

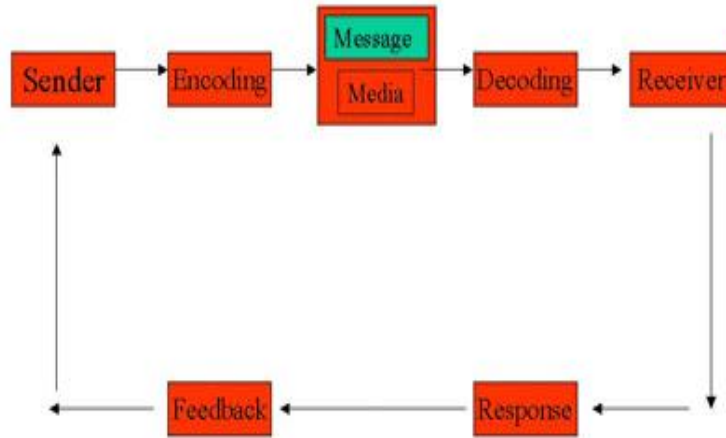
(1) Unsystematic Communication:

This communication is absolutely unsystematic and it is not necessary that information reaches the person concerned.

(2) Unreliable Information:

Most of the information received through this communication is undependable and no important decision can be taken on its basis.

THE COMMUNICATION PROCESS/CYCLE



PROCESS OF COMMUNICATION

1. **Sender or transmitter:** The person who desires to convey the message is known as sender. Sender initiates the message and changes the behaviour of the receiver.
2. **Message:** It is a subject matter of any communication. It may involve any fact, idea, opinion or information. It must exist in the mind of the sender if communication is to take place.
3. **Encoding:** The communicator of the information organises his idea into series of symbols (words, signs, etc.) which, he feels will communicate to the intended receiver or receivers.
4. **Communication channel:** The sender has to select the channel for sending the information. Communication channel is the media through which the message passes. It is the link that connects the sender and the receiver.
5. **Receiver:** The person who receives the message is called receiver or receiver is the person to whom the particular message is sent by the transmitter. The communication process is incomplete without the existence of receiver of the message. It is a receiver who receives and tries to understand the message.
6. **Decoding:** Decoding is the process of interpretation of an encoded message into the understandable meaning. Decoding helps the receiver to drive meaning from the message.
7. **Feedback:** Communication is an exchange process. For the exchange to be complete the information must go back to whom from where it started (or sender), so that he can know the reaction of the receiver. The reaction or response of the receiver is known as feedback.

ESSENTIALS OF GOOD COMMUNICATION - THE SEVEN CS OF COMMUNICATION

- ✓ **Completeness** - The communication must be complete. It should convey all facts required by the audience. The sender of the message must take into consideration the receiver's mind set and convey the message accordingly.
- ✓ **Conciseness** - Conciseness means wordiness, i.e., communicating what you want to convey in least possible words without forgoing the other Cs of communication. Conciseness is a necessity for effective communication.
- ✓ **Consideration** - Consideration implies 'stepping into the shoes of others'. Effective communication must take the audience into consideration, i.e., the audience's view points, background, mind-set, education level, etc. Make an attempt to envisage your audience, their requirements, emotions as well as problems.
- ✓ **Clarity** - Clarity implies emphasizing on a specific message or goal at a time, rather than trying to achieve too much at once.
- ✓ **Concreteness** - Concrete communication implies being particular and clear rather than fuzzy and general. Concreteness strengthens the confidence.
- ✓ **Courtesy** - Courtesy in message implies the message should show the sender's expression as well as should respect the receiver. The sender of the message should be sincerely polite, judicious, reflective and enthusiastic.
- ✓ **Correctness** - Correctness in communication implies that there are no grammatical errors in communication.

TYPES OF COMMUNICATION

Types of communication based on the communication channels used are:

1. Verbal Communication

Verbal communication refers to the form of communication in which message is transmitted verbally; communication is done by word of mouth and a piece of writing. Objective of every communication is to have people understand what we are trying to convey. In verbal communication remember the acronym KISS (keep it short and simple).

Verbal Communication is further divided into:



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- a) Oral Communication
- b) Written Communication

Oral Communication

In oral communication, Spoken words are used. It includes face-to-face conversations, speech, telephonic conversation, video, radio, television, voice over internet. In oral communication, communication is influence by pitch, volume, speed and clarity of speaking.

Written Communication

In written communication, written signs or symbols are used to communicate. A written message may be printed or hand written. In written communication message can be transmitted via email, letter, report, memo etc. Message, in written communication, is influenced by the vocabulary & grammar used, writing style, precision and clarity of the language used.

2. Nonverbal Communication

Nonverbal communication is the sending or receiving of wordless messages. We can say that communication other than oral and written, such as gesture, body language, posture, tone of voice or facial expressions, is called nonverbal communication. Nonverbal communication is all about the body language of speaker.

Nonverbal communication helps receiver in interpreting the message received. Often, nonverbal signals reflect the situation more accurately than verbal messages. Sometimes nonverbal responses contradict verbal communication and hence affect the effectiveness of message.

Nonverbal communication has the following three elements:

Appearance: Speaker: clothing, hairstyle, neatness, use of cosmetics

Surrounding: room size, lighting, decorations, furnishings

Body Language: Facial expressions, gestures, postures

Sounds: Voice Tone, Volume, Speech rate

NATURE OF INFORMAL COMMUNICATION

Informal or grapevine communication has the following characteristics:

(1) Formation through Social Relations:

This communication is born out of social relations who mean that it is beyond the restrictions of the organization. No superior-subordinate relationship figures therein. A more sociable superior can gather much information through this channel.

(2) Two types of Information:

Through this communication, information about the work and the individual can be collected.

(3) Uncertain Path:

Since it is beyond the restrictions of the organization, it follows no definite channel. Like a grapevine, it moves in a zigzag manner.

(4) Possibility of Rumor and Distortion:

Responsibility for the true or false nature of communication does not lie on any individual and, therefore, not much attention is paid to its meaning while communicating. Consequently, the rumours keep floating.

(5) Quick Relay:

Informal communication makes news spread like wildfire. Not only this, people start adding something of their own which sometimes changes the real meaning of the communication.

IMPORTANCE OF INFORMAL COMMUNICATION

- 1. Completeness of Formal Communication:** In modern age, an organization cannot fully depend on one type of communication system. In order to complete any formal communication, informal communication and grapevine communication provides a huge boost to organizational employees.
- 2. Organizational Solidarity:** The existence of informal communication proves that the workers are interested in their association. The important fact is that they talk among themselves and help to promote organizational solidarity. If properly used, it may raise the morale of the workers.
- 3. Supplement to other channels:** All information cannot be transmitted to the employees through the official channels. If there is some useful information unsuitable for being transmitted through official channels, it can be transmitted through the informal channel.
- 4. Quick Transmission:** The speed at which informal communication is transmitted is just remarkable. Just select a leader and give him some information, cleverly describing it as 'Top Secret', and within minutes, it will spread like wild fire to all.
- 5. Feedback:** Informal communication provides feedback to the management. It enables management to know what the subordinates think about the organization and its various

activities.

6. Increased Efficiency: Such communication helps to solve various complex issues existing in any organization. It opens the door for mutual communication between superiors and subordinates. Therefore, subordinates feel free to interact frankly which can influence their efficiency.

7. Prompt Solution: Employees can put forward their various complaints and superiors can give prompt solution accordingly. This helps a lot for creating a congenial working and communication environment.

8. Better Working Environment: Informal communication is free from any pressure and hazard. This helps the sender and receiver to resolve their respective problem mutually.

9. Spontaneous Attitude: People involved with informal communication do not hesitate to exchange views and ideas as there is no pressure to all. They have open mind to share information with positive attitude.

10. Development of Personal Relation: Informal communication is very much helpful to create intimacy. Communicator and communicate come closer to each other to express their views. This helps to develop personal relation.

BARRIERS OF COMMUNICATION

1. Physiological Barrier

Physiological barriers to communication are related with the limitations of the human body and the human mind (memory, attention, and perception). Physiological barriers may result from individuals' personal discomfort, caused by ill-health, poor eye sight, or hearing difficulties.

- a) *Poor Listening Skills*
- b) *Information Overload*
- c) *Inattention*
- d) *Emotions*
- e) *Poor Retention*

2. Psychological Barrier

Psychological factors such as misperception, filtering, distrust, unhappy emotions, and people's state of mind can jeopardize the process of communication. We all tend to feel happier and more receptive to information when the sun shines. Similarly, if someone has personal problems such as worries and stress about a chronic illness, it may impinge his/her communication with others.

3. Social Barriers

Social barriers to communication include the social psychological phenomenon of conformity, a process in which the norms, values, and behaviours of an individual begin to follow those of the wider group. Social factors such as age, gender, socioeconomic status, and marital status may act as a barrier to communication in certain situations.

4. Cultural Barriers

Culture shapes the way we think and behave. It can be seen as both shaping and being shaped by our established patterns of communication. Cultural barrier to communication often arises when individuals in one social group have developed different norms, values, or behaviours to individuals associated with another group. Cultural difference leads to difference in interest, knowledge, value, and tradition.

5. Semantic Barrier

Language, jargon, slang, etc., are some of the semantic barriers. Different languages across different regions represent a national barrier to communication. Use of jargon and slang also act as barrier to communication

6. Linguistic Barriers

Individual linguistic ability may sometimes become a barrier to communication. The use of difficult or inappropriate words in communication can prevent the people from understanding the message. Poorly explained or misunderstood messages can also result in confusion. The

linguistic differences between the people can also lead to communication breakdown. The same word may mean differently to different individuals.

7. Organizational Barriers

Unclear planning, structure, information overload, timing, technology, and status difference are the organizational factors that may act as barriers to communication.

UNIT-II

WRITTEN COMMUNICATION

Written communication has great significance in today's business world. It is an innovative activity of the mind. Effective written communication is essential for preparing worthy promotional materials for business development. Speech came before writing. But writing is more unique and formal than speech. Effective writing involves careful choice of words, their organization in correct order in sentences formation as well as cohesive composition of sentences. Also, writing is more valid and reliable than speech. But while speech is spontaneous, writing causes delay and takes time as feedback is not immediate.

OBJECTIVES OF WRITTEN COMMUNICATION

Written communication aims to inform someone of something in a way that they are able to read and understand the message, with an intention of responding to it. (Story telling, narrating)

If a form of written communication cannot be understood by the recipient then the message may well as not exist. In order to write a piece of information that can be understood clearly you need to have the correct spelling, punctuation and grammar.

In addition, depending on the form of written communication you need to make sure you use the right format. For example, if you are writing a letter you need to ensure you are using the appropriate format.

MEDIA OF WRITTEN COMMUNICATION

- Letters
- E-mails
- Books
- Pamphlet
- Memorandum
- Notices
- Circulars
- Magazines
- The Internet or via other media, etc.

MERITS AND DEMERITS OF WRITTEN COMMUNICATION

Merits:

1. It is a permanent means of communication. Thus, it is useful where record maintenance is required.
2. It assists in proper delegation of responsibilities.
3. Written communication is more precise and explicit.
4. Effective written communication develops and enhances an organization's image.

5. It provides ready records and references.

Demerits:

- 1) Written communication does not save upon the costs. It costs huge in terms of stationery and the manpower employed in writing/typing and delivering letters.
- 2) Also, if the receivers of the written message are separated by distance and if they need to clear their doubts, the response is not spontaneous.
- 3) Written communication is time-consuming as the feedback is not immediate. The encoding and sending of message takes time.
- 4) Too much paper work and e-mails burden is involved.

WRITING LETTERS

BUSINESS LETTERS: A business letter is usually used when writing from one company to another, or for correspondence between such organizations and their customers, clients and other external parties. The overall style of letter will depend on the relationship between the parties concerned. There are many reasons to write a business letter. It could be to request direct information or action from another party, to order supplies from a supplier, to identify a mistake that was committed, to reply directly to a request, to apologize for a wrong or simply to convey goodwill.

SIGNIFICANCE

- + assist in sustaining business relationship
- + to convey complex information
- + serve as permanent record
- + to reach a large and geographically diverse audience

PURPOSES

- to inform
- to congratulate
- to enquire
- to order
- to request



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- to collect dues
- to complain

BUSINESS LETTERS STRUCTURE

- Heading
- Inside name & address
- Salutation
- Subject
- body of letter
- Complementary close
- signature
- Additional Elements
- Enclosure notation
- Postscript/ Identification mark



REQUEST LETTER

A request letter is typically written when you want to request a job interview, request a raise or a promotion, or approach a company or business colleague for specific information. In general, a request letter should be written in a formal writing style, complete with your full details, and the full details on the person you are addressing, at the top of the page. The



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content of the letter needs to be brief and direct; don't confuse your reader with auxiliary information that could weaken the message you actually want to convey.

Writing the Basic Request Letter

The body of the very simplest request letter is usually only one or two paragraphs. This is especially true if there is some incentive for the receiving party to respond to your request in a positive way. An example of this would be in a letter where you are requesting additional information that might lead to a purchase of merchandise from the company.

In more complex request letters where there is no incentive for the receiver of your letter to grant your request, your letter will need to include some persuasive writing. Often the sales letter format, discussed later, is used for the most complex request letters, such as when you are asking for monetary donations.

Request letter format

1. **Opening paragraph: introduce yourself and make your request.** This is usually only one or two sentences.
2. **In the opening paragraph--or with more complex request letters this is the second paragraph. After you make your request, give any necessary details** to help the receiver of your letter fully understand what you are asking for. This is often part of the opening paragraph in the simplest request letters. In more complex request letters--especially when you are inserting a couple persuasive sentences--this could be a paragraph by itself. If you are asking for more than three items or pieces of information consider using bullets to clarify your needs.
3. **Closing paragraph: you're "CALL FOR ACTION."** Restate your request giving a **date by which you need a response**. Make sure you state why you need the response by this date. If you are making a payment in conjunction with the request, state the details of the payment in this paragraph.

GOOD NEWS AND BAD NEWS LETTERS

If you've experienced something positive in your life such as a promotion, the birth of a child, or any award, it is a good idea to notify your friends, family and well-wishers through a good news letter. This is a simple, friendly document, usually informal in tone and style. It should inform the addressee about the good news before going into details of the news. If the news is about a personal achievement, you should remember to be brief and humble. The letter is an occasion to inform, not to brag about your achievement. You should end the letter by thanking the addressee for his / her support.

Example:

{Date}

{Address of Business}

Dear {Name},

We have received your letter concerning {issue}, and we would like to extend to you first and foremost our sincerest apology, as well as let you know that we can help you! We would like to take immediate action to rectify this situation, and as such we will be immediately {explain what you will be doing to fix the problem}.

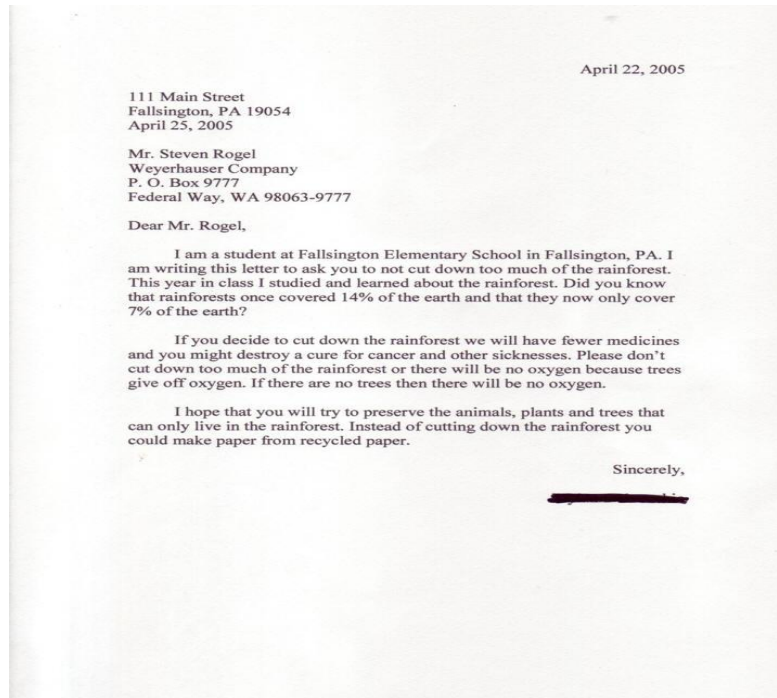
We hope that this solution is to your satisfaction. In order for us to render you this service, we require you to fill out the enclosed form and follow the instructions carefully. Upon receipt of your form, we will promptly take the promised actions.

Thank you for your patience and your business. We appreciate this opportunity to correct the problem.

Sincerely,

{Name}

PERSUASIVE LETTERS



SALES LETTERS

- A sales letter is also referred as Letter of Sale, Marketing Sales Letter and Business Sales Letter.
- It is a type of business letter; meant for generating business.
- Letter written to publicise, advertise and ultimately sell a product or a service to the consumers.
- These letters enable a businessman to approach present & potential customers easily & at low cost.
- Particularly useful in direct selling by mail.

OBJECTIVES OF SALES LETTERS

- To promote sales of product, a service or an idea.
- To introduce new products in the market quickly, effectively & at low cost.
- To introduced the salesman to the potential customer.
- To widen the market for existing products.
- To remind customers about the product/ service.

- To keep customers in regular touch with the company & its products & services.

ELEMENTS OF SALES LETTER

- Appealing & persuasive
- Attractive
- Creative in nature
- Complete, explain the product or service in detail
- A brochure/ pamphlet, etc. may be attached with it.

PURPOSE OF SALES LETTERS

To persuade the readers to buy a product, service, idea, or point of view

- “ Grab the reader's attention
- “ Highlight the product's appeal
- “ Show the product's use
- “ Conclude with a request for action (buy it!)
- “ To make direct sales
- “ To announce and test the reaction to new services and products

Headline

Header:

- Sender's Letterhead or Sender's Name and Address
- The Recipient's Name (specific official, person and organisation) and Address
- Date (can be placed after sender's address)
- Reference or Subject (optional)
- Salutation - Dear Sir/Madam/ Mr./Ms.

Introduction

- Introductory lines regarding the product or service

Body

- Relevance of product /service in daily life
- Assistive information towards the purchase process
- Compliments and offer of assistance

Closing

- Complimentary Gesture ó Thanks, Thank you etc.
- Valediction Ex. Sincerely
- Signature or Signature Line
- Your Typed Name
- ENCL (optional) stands for -Enclosureø
- Logo or Motto of your Organisation

LETTER STYLES / LAYOUT

Forms of layout in letter writing are as follows:

1. Indented Form (traditional form)
2. Hanging Indention
3. Block Form (more modern form)
4. Semi Block

These different forms of layout are shown below:

Layout 1: Indented Form

SENDER'S NAME AND ADDRESS

Tel No:

E Mail:

Ref:

Date:

Dear Sir,



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Dear Sir,

Complimentary close
and Signature

Layout 2: Hanging Indentation Form

SENDER'S NAME AND ADDRESS

Tel. _____

Ref. _____

E-mail: _____

Date: _____

Mr R. Shermani,
Manager,
Bank of Baroda,
Hyderabad.

Dear Sir,

Complimentary close
and Signature

Layout 3: Block Form

SENDER'S NAME AND ADDRESS

Tel. _____

Ref. _____

E-mail: _____

Date: _____

Mr R. Shermani,
Manager,
Bank of Baroda,
Hyderabad.

Dear Sir,

Complimentary close
and Signature

Layout 4: Modified Block Form

SENDER'S NAME AND ADDRESS

Tel. _____

Ref. _____

E-mail: _____

Date: _____

Mr R. Shermani,
Manager,
Bank of Baroda,
Hyderabad.

Dear Sir,



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Complimentary close
and Signature

Layout 5: Semi Block Form

SENDER'S NAME AND ADDRESS

Tel. _____

Ref. _____

E-mail: _____

Date: _____

Mr R. Shermani,
Manager,
Bank of Baroda,
Hyderabad.

Dear Sir,

Complimentary close
and Signature

Minutes of the Meeting

Permanent, formal, and detailed (although not verbatim) record of business transacted, and resolutions adopted, at a firm's official meetings such as directors, managers, and annual general meeting (AGM). Once written up (or typed) in a minute book and approved at the next meeting, the minutes are accepted as a true representation of the proceedings they record and can be used as prima facie evidence in legal matters.

What is the purpose of minutes?

Minutes are written as an accurate record of a group's meetings, and a record decision taken. They are useful because people can forget what was decided at a meeting if there is no written record of the proceedings. Minutes can also inform people who were not at the meeting about what took place.

Who writes the minutes?

It is normal practice for one person at each meeting to be given the task of writing the minutes. It may be the same person each meeting, or the task may be rotated.

What do the minutes contain?

Before each meeting an agenda should be drawn up, detailing the matters to be discussed at the meeting. A set of minutes should normally include the following information:

- time, date and place of meeting;
- list of people attending;
- list of absent members of the group;
- approval of the previous meeting's minutes, and any matters arising from those minutes;
- for each item in the agenda, a record of the principal points discussed and decisions taken;
- time, date and place of next meeting;
- Name of person taking the minutes.

REPORT WRITING

A report is a presentation of facts and findings, usually as a basis for recommendations; written for a specific readership, and probably intended to be kept as a record. Report writing is an essential skill for professionals. A report aims to inform, as clearly and succinctly as possible.

An effective report can be written going through the following steps-

1. Determine the objective of the report, i.e., identify the problem.
2. Collect the required material (facts) for the report.
3. Study and examine the facts gathered.
4. Plan the facts for the report.
5. Prepare an outline for the report, i.e., draft the report.
6. Edit the drafted report.
7. Distribute the draft report to the advisory team and ask for feedback and recommendations.

A report should generally include the following sections. (Sections marked with an asterisk (*) are essential: others are optional depending on the type, length and purpose of the report.)

- Letter of transmittal
- Title page*
- Table of contents
- List of abbreviations and/or glossary
- Executive summary/abstract
- Introduction*
- Body*
- Conclusion*
- Recommendations
- Bibliography
- Appendices

The essentials of good/effective report writing are as follows-

- 1) Know your objective, i.e., be focused.
- 2) Analyze the niche audience, i.e., make an analysis of the target audience, the purpose for which audience requires the report, kind of data audience is looking for in the report, the implications of report reading, etc.
- 3) Decide the length of report.
- 4) Disclose correct and true information in a report.

- 5) Discuss all sides of the problem reasonably and impartially. Include all relevant facts in a report.
- 6) Concentrate on the report structure and matter. Pre-decide the report writing style. Use vivid structure of sentences.
- 7) The report should be neatly presented and should be carefully documented.
- 8) Highlight and recap the main message in a report.
- 9) Encourage feedback on the report from the critics. The feedback, if negative, might be useful if properly supported with reasons by the critics. The report can be modified based on such feedback.
- 10) Use graphs, pie-charts, etc to show the numerical data records over years.



Company Name Here

Address Line 1
Address Line 2
Phone: 555-555-5555
Website: www.website.com

Expense Report

Submitted By:	
Submitted On:	
Description of Report:	
Cost Center	

Items

[illegible]

Reviewed By:			
Comments:			
	Approved	Yes	No

Authorized Signatures

TYPES OF REPORTS

Business Reports

Business reports are a type of assignment in which you analyse a situation (either a real situation or a case study) and apply business theories to produce a range of suggestions for improvement.

Business reports are typically assigned to enable you to:

- Examine available and potential solutions to a problem, situation, or issue.
- Apply business and management theory to a practical situation.
- Demonstrate your analytical, reasoning, and evaluation skills in identifying and weighing-up possible solutions and outcomes.
- Reach conclusions about a problem or issue.
- Provide recommendations for future action.
- Show concise and clear communication skills.

Academic Reports

It is a research study on various aspects of the subjects. It generally takes form of research report which covers a wide variety of subjects & its coverage is also quite expensive

Contents are similar in both the reports but some additional contents are there in academic reports which are as follows:-

- 1) Statement of the problem
- 2) Overview of literature
- 3) The conceptual framework
- 4) Research questions/hypothesis
- 5) Coverage
- 6) Data collection
- 7) Data processing

FORMAT OF REPORT

- Title Section - If the report is short, the front cover can include any information that you feel is necessary including the author(s) and the date prepared. In a longer report, you may want to include a table of contents and definitions of terms.
 - Summary - There needs to be a summary of the major points, conclusions, and recommendations. It needs to be short as it is a general overview of the report. Some people will read the summary and only skim the report, so make sure you include all the relevant information. It would be best to write this last so you will include everything, even the points that might be added at the last minute.
 - Introduction - The first page of the report needs to have an introduction. You will explain the problem and show the reader why the report is being made. You need to give a definition of terms if you did not include these in the title section, and explain how the details of the report are arranged.
 - Body - This is the main section of the report. This section can include jargon from your industry. There needs to be several sections, with each having a subtitle. Information is usually arranged in order of importance with the most important information coming first. If you wish, a 'Discussion' section can be included at the end of the Body to go over your findings and their significance.
 - Conclusion - This is where everything comes together. Keep this section free of jargon as most people will read the Summary and Conclusion.
 - Recommendations - This is what needs to be done. In plain English, explain your recommendations, putting them in order of priority.
 - Appendices - This includes information that the experts in the field will read. It has all the technical details that support your conclusions.
- This report writing format will make it easier for the reader to find what he is looking for. Remember to write all the sections in plain English, except for the Body. Also remember that the information needs to be organized logically with the most important information coming first.

LAYOUT OF THE REPORT

1. Title Page
2. Figures and Tables
3. Equations and Formulae
4. Chapter Numbering System
5. Font
6. Appendices

ESSENTIAL REQUIREMENT OF GOOD REPORT WRITING

All reports need to be clear, concise and well structured. The key to writing an effective

report is to allocate time for planning and preparation. With careful planning, the writing of a report will be made much easier. The essential stages of successful report writing are described below. Consider how long each stage is likely to take and divide the time before the deadline between the different stages. Be sure to leave time for final proof reading and checking.

Stage One: Understanding the report brief

This first stage is the most important. You need to be confident that you understand the purpose of your report as described in your report brief or instructions.

Stage Two: Gathering and selecting information

Once you are clear about the purpose of your report, you need to begin to gather relevant information. Your information may come from a variety of sources, but how much information you will need will depend on how much detail is required in the report.

Stage Three: Organizing your material

Once you have gathered information you need to decide what will be included and in what sequence it should be presented. Begin by grouping together points that are related. These may form sections or chapters.

Stage Four: Analyzing your material

Before you begin to write your first draft of the report, take time to consider and make notes on the points you will make using the facts and evidence you have gathered. What conclusions can be drawn from the material? What are the limitations or flaws in the evidence?

Stage Five: Writing the report

Having organized your material into appropriate sections and headings you can begin to write the first draft of your report. You may find it easier to write the summary and contents page at the end when you know exactly what will be included. Aim for a writing style that is direct and precise. Avoid waffle and make your points clearly and concisely.

Stage Six: Reviewing and redrafting

Ideally, you should leave time to take a break before you review your first draft. Be prepared to rearrange or rewrite sections in the light of your review. Writing on a word processor makes it easier to rewrite and rearrange sections or paragraphs in your first draft. If you write your first draft by hand, try writing each section on a separate piece of paper to make redrafting easier.

Stage Seven: Presentation

Once you are satisfied with the content and structure of your redrafted report, you can turn your attention to the presentation. Check that the wording of each chapter/section/subheading is clear and accurate. Check that you have adhered to the instructions in your report brief regarding format and presentation. Check for consistency in numbering of chapters, sections and appendices. Make sure that all your sources are acknowledged and correctly referenced.

JOB APPLICATION

An **application for employment, job application, or application form** is a form or collection of forms that an individual seeking employment, called an applicant, must fill out as part of the process of informing an employer of the applicant's availability and desire to be employed, and persuading the employer to offer the applicant employment

TYPES OF JOB APPLICATION

1. Handwritten
2. Electronic / Online

CONTENT OF JOB APPLICATION

- ✚ Your name
- ✚ Your Address
- ✚ Your city, state, code
- ✚ Your phone number
- ✚ Your Email Id
- ✚ Your contact name
- ✚ Dear Sir,

DRAFTING THE APPLICATION

Job Application

William Mathura

(Your Name)

Model Village

(Your Address)

North Point, Hong Kong

(Your Address)

22 July 2011

(Your Address)

Mr. Hanukah Chan

(Recipient's Name)

Personnel Manager

(Recipient's Designation)

Wong & Lim Consultants

(Recipient's Address)

P.O. Box 583

(Recipient's Address)

Kwai Chung, Kowloon

(Recipient's Address)

Dear Mr. Chan

(Salutation)

Sub: Application for the Post of MTO

I am writing to apply for the post of MTO (Management Training Officer), which was advertised on the Oriental Daily Newspaper of the Hong Kong and Student Board of Polytechnic University on 21st July 2011.

I have one year working experience at King City Garment Manufactory Limited. This experience plays a pivot role in improving my leadership skills, communication skills and ability to work in a team environment. I can fluently speak and write English. I also have fluency in speaking and writing Mandarin, and can therefore work in mainland China.

Currently I am studying a M.B.A. in Management at the Hong Kong Polytechnic University, graduating in 2012. I am studying subjects relevant to the post of MTO including Operations Management, Human Resources Management, Accounting, Marketing and Strategic Management.

My final year project is entitled "Research and Knowledge Management Practices" in HK. Execution of this project will surely improve my communication skills, my leadership skills and my ability to lead and supervise subordinates effectively. I have also learned how to run a project from the planning stage to its completion.

Working for Wong & Lim Consultants appeals to me because it has a good reputation and it provides excellent training. Your organization produces a high-quality service, and I can contribute to this with my leadership skills and my ability to work under pressure.

I am available for interview at any time. I can be contacted most easily on the cell phone number given below. I look forward to meet you soon.

Yours sincerely,

(Closing)

William Mathura

Phone: 24862893

Mobile: 95427415

E-mail: abc@hkinternet.com

Encl: Resume

(Your resume is enclosed with this Application Letter)

PREPARATION OF RESUME

A resume is a summary of the qualities and qualifications of a person. It is a informative and inspiring piece of written communication.

5 Rules for Building a Great Resume

Your resume has one job: To convince the reader that you're a candidate worth interviewing. Here are five rules to help you write a resume that does its job:

1. Summarize Your Unique Value
2. Communicate with Confidence
3. Watch Your Language
4. Key in on Keywords
5. Keep it Concise

RESUME FORMAT

A resume's "format" is based on the headings you use; the order in which they appear; and the dates of employment for each position. Each format serves a particular purpose.

1. CHRONOLOGICAL

this is widely used resume format emphasizes your career progression by focusing on the dates and job titles you've held, followed by your education. Contrary to its name, a chronological resume actually lists your work history in reverse chronological order,

starting with your current or most recent position and going back through each position you've held for the past 10 or 15 years.

2. FUNCTIONAL

it highlights *what* you can do, rather than *when* you did it and for whom. In other words, it defines your value by focusing on skills, not job history. A functional resume calls attention to your specific areas of expertise and lists them under such headings as "Accounting Skills," "Marketing Skills," or "IT Skills."

3. COMBINATION/HYBRID

This format combines elements from both the chronological and functional formats. It balances the focus on your skills and accomplishments with your work history, including employment dates and job titles.

BUSINESS COMMUNICATION VIA SOCIAL NETWORK

Social media can help you stay in touch with people across the world, view their photos and see their activities. You can communicate in many ways using social media; you can send messages, post comments or chat in real time when other people are online at the same time as you.

You can also send "status updates", this a remarkable part of social networking which allows you to let all the people in your social network know what your current activities or thoughts are.

Reading status updates is an easy way to keep up to date with what the people in your social network have been up to. You can also add comments to status updates to let your friends know what you think about their activities.

You can send messages using social media, these are just like emails but are built into the social media websites, so you can easily add links, photos or videos to your messages.

Some social networking sites are:

- **Twitter:** This is one of the fastest-growing networks. You follow people you know or in whom you are interested, they follow you, you exchange brief text-only messages. If you say something interesting, one of your followers might re-tweet it, which means repeating it and saying who said it. So, some of their followers might start to follow you too, and that's how you meet new people.
- **Facebook:** Unlike Twitter, you get a page on the web and can use this for longer bits and pieces. You can upload pictures, videos, play games, whatever you want to do. There are Facebook applications for reviewing books, reviewing films, areas for private messages and for more open discussions. This can really be your place on the internet if you want it to be.
- **LinkedIn:** A bit like a Facebook for business. This is a network for contacting and keeping in touch with work colleagues. You may only contact people who are a friend of a friend, or a friend of a friend of a friend, and so forth.
- **Flickr:** There's less scope for socializing here, but you can upload and share any pictures you want others to see. You can also download and sometimes use pictures on websites, as many people put them up with few copyright restrictions.

- **Google+:** It's still early days for Google's competitor to Facebook and Twitter, but the company is such a behemoth that it's not a good idea to count them out. Google+ lets you put all your acquaintances in separate "circles", so you can post something to your best friends that you might not want sent to your work colleagues.

WRITING A BLOG

The word blog is a portmanteau of the words web log. But that alone doesn't really **define** **blog** at all. Simply put, a blog is a website with content that is written frequently and added in a chronological order. Many people compare it with a journal, except it is written online and for everyone to see. Some of the other terms for blog are online journal, web diary, and web log, but the most common term is indeed blog. The term blog can also be used as a verb to describe the action of updating a blog.

The **blog definition** continues with what is contained within a blog. It may just be a discussion on a topic the writer of the blog or *õbloggerö* finds interesting, or a link to an article that is related to the particular focus of the blog. There are other types of blogs out there though, which use media other than text as content. These other types of blogs include:

- Art log ó A blog just for different mediums of art, allowing others to comment on the art.
- Photo blog ó A type of blog meant to display pictures, and discuss them.
- Sketch blog ó Sketch blogs are chronicles of sketches of an artist that can be talked about.
- Vlog ó Vlogs are for videos of all types.
- MP3 Blog ó MP3 blogs are meant for music, so it can be shared with everyone.
- Podcasting ó Podcasting blogs are videos that can be downloaded to MP3 players.

Therefore, a blog is often a mixture of what is happening in a person's life and what is happening on the Web, a kind of hybrid diary/guide site, although there are as many unique types of blogs as there are people.

Blogs are alternatively called *web logs* or *weblogs*. However, "blog" seems less likely to cause confusion, as "web log" can also mean a server's log files.

UNIT-III

ORAL COMMUNICATION

Oral communication implies communication through mouth. It includes individuals conversing with each other, be it direct conversation or telephonic conversation. Speeches,



तेजस्वि नावधीतमस्तु
ISO 9001:2008 & 14001:2004

FAIRFIELD
Institute of Management & Technology
Managed by 'The Fairfield Foundation'
(Affiliated to GGSIP University, New Delhi)

presentations, discussions are all forms of oral communication. Oral communication is generally recommended when the communication matter is of temporary kind or where a direct interaction is required. Face to face communication (meetings, lectures, conferences, interviews, etc.) is significant so as to build a rapport and trust.

PRINCIPLES OF EFFECTIVE ORAL COMMUNICATION

1) KNOW YOUR LISTENERS AND ADAPT YOUR MESSAGE TO THEM

- Think about your audience's demographics—age, gender, occupation, race or ethnicity, religion, cultural heritage, etc.
- Consider what your audience already knows about your topic, how familiar they are with the terminology, how closely their views match yours, and how committed they are to existing attitudes and beliefs.
- The best communicators are those who understand their listeners and adjust their message in order to "reach them where they are."

2) SPEAKING IS FUNDAMENTALLY DIFFERENT FROM WRITING BECAUSE LISTENING IS FUNDAMENTALLY DIFFERENT FROM READING

- A reader chooses when and where to focus attention; a speaker must focus a listener's attention on what he or she is saying at this moment.
- A reader controls how fast he or she will move through a text; a speaker controls how fast listeners will move through an oral presentation.
- Readers have the option of going back and re-reading; listeners must grasp material as the speaker presents it.

3) UNDERSTAND YOUR NERVOUSNESS

- It's normal: 3 out of 4 people say they feel nervous about speaking in public. It's like getting up for an athletic contest: you want to do well, you've prepared, and you're ready to go!
- Your performance is important, but *it's not the main thing*. The main thing is *sharing your message*—the ideas, feelings, information. It's about learning together.
- Nobody expects perfection. If you mess up something, just fix it and go on. Your audience is your partner: they want to learn from you; they want you to succeed.
- Some nervousness is a good thing. Heightened activation can energize your presentation, enhance your alertness and animation, and boost audience engagement.

ADVANTAGES OF ORAL COMMUNICATION

- There is high level of understanding and transparency in oral communication as it is interpersonal.
- There is no element of rigidity in oral communication. There is flexibility for allowing changes in the decisions previously taken.
- The feedback is spontaneous in case of oral communication. Thus, decisions can be made quickly without any delay.
- Oral communication is not only time saving, but it also saves upon money and efforts.
- Oral communication is best in case of problem resolution. The conflicts, disputes and many issues/differences can be put to an end by talking them over.

DISADVANTAGES OF ORAL COMMUNICATION

- Relying only on oral communication may not be sufficient as business communication is formal and very organized.
- Oral communication is less authentic than written communication as they are informal and not as organized as written communication.
- Oral communication is time-saving as far as daily interactions are concerned, but in case of meetings, long speeches consume lot of time and are unproductive at times.
- Oral communications are not easy to maintain and thus they are unsteady.
- There may be misunderstandings as the information is not complete and may lack essentials.

FACTORS EFFECTING PRESENTATIONS

Presentation: A presentation means speaking on a topic before a select audience. It is a form of oral communication with an audience on some formal occasion.

The formal presentation of information is divided into two broad categories: Presentation Skills and Personal Presentation. These two aspects are interwoven and can be described as the preparation, presentation and practice of verbal and non-verbal communication. This article is an overview of how to prepare and structure a presentation, and how to manage notes and/or illustrations at any speaking event.

Many people feel terrified when asked to make their first public talk. Some of these initial fears can be reduced by good preparation which will also lay the groundwork for making an effective presentation.

A Presentation Is...

A presentation is a means of communication which can be adapted to various speaking situations, such as talking to a group, addressing a meeting or briefing a team.

To be effective, step-by-step preparation and the method and means of presenting the information should be carefully considered. A presentation concerns getting a message across to the listeners and may often contain a 'persuasive' element.

EXECUTIVE SUMMARY

An executive summary, sometimes known as a management summary, is a short document or section of a document, produced for business purposes, that summarizes a longer report or proposal or a group of related reports in such a way that readers can rapidly become acquainted with a large body of material without having to read it all. It will usually contain a brief statement of the problem or proposal covered in the major document(s), background information, concise analysis and main conclusions. It is intended as an aid to decision making by managers and has been described as possibly the most important part of a business plan. They must be short and to the point.

NON – VERBAL COMMUNICATION

PARALANGUAGE (LIKE LANGUAGE)

- Para refers to like
- Non verbal factors like tone of voice, emphasis given, the breaks in the sentences, the speed of delivery, the degree of loudness or softness, & the pitch of voice, which affect the spoken words.

Why it is used?

- Completion of message
- Personal & educational background of the sender
- Regional or national background
- Mental state of the communicator
- Learning exercise

Limitations

- Lack of reliability

- Chance of misguiding / misleading
- Requires attention for understanding
- Lack of uniformity
- Requires patience

PROXEMICS (SPACE LANGUAGE)

- Subject that deals with the way people use physical space to communicate
- Zone / territory constructed & doesn't allow to be invaded during communication unless relation b/w speaker & listener is intimate.

Acc to Edward T Hall – 4 kinds of distance

- Intimate & physical contact to 18 inches
- Personal & 18 inches & 4 feet
- Social & 4 feet & 12 feet
- Public & 12 feet & range of eyesight & hearing

APPEARANCE:

Speaker: clothing, hairstyle, neatness, use of cosmetics

SPACE:

Surrounding: room size, lighting, decorations, furnishings

TIME:

Time required for the speech or the required time for a particular lecture

SILENCE:

The role of silence is required for the understanding of the view in case of non & verbal communication. It may also mean the effective listening skills.

KINESICS (BODY LANGUAGE)

- Study of the role of body movements such as winking, shrugging, etc in communication.

Elements

- Personal appearance
- Facial expression
- Head
- Posture / body position
- Eye contact
- Gestures
- Body shape
- Smell & touch

Make effective use of it

- Mind the body & talk
- Select the proper sitting posture
- Be careful with the handshake
- Est. good eye contact
- Maintain your self esteem

INTERVIEWS

Interview is another medium of communication. It is formal meeting & discussion with someone on a particular subject. Usually it is a means of getting information it involves:

- Giving information that will help the applicant make up his mind about the company.
- Giving advice that may serve to change the mental or emotional attitude to the interviewee

Interviewing the candidates is an important aspect of selection procedure the final selection is partly based on the performance of the candidate in different tests and partly on his performance in the final interview.

In interview, the candidate has to appear before the interview board or a group of interviewers. The overall personality of the candidate is judged by the interview which may last for 10-20 minutes or even more.

Various questions are asked to the candidate in order to judge his ability, knowledge, capacity and so on.

PURPOSE OF INTERVIEW

Main purpose for interviewee:-

- Communicate information about yourself, your experience and your abilities.
- Seek further information about the position and the organization
- Evaluate the match between your needs and what the job offers.

Main purpose for interviewer:-

- To gather relevant information about the candidate
 - i. Interview preparation:-Interest in and knowledge of the industry, the position and the organization.
 - ii. Communication skills:-oral presentation skill and the ability to interact with others
 - iii. Qualifications:- academic, work, volunteer & other experiences
 - iv. Leadership potential & teamwork:- Demonstrate ability to work with others and to get other to work together
 - v. Clear & realistic career goals:- future plans and awareness of career paths.
 - vi. Work ethic:-__acceptance of responsibility, ability to keep commitments and attitude of the importance of work.

TYPES OF INTERVIEW

Interviews have been categorized on the basis of various characteristics and qualities.

1. **On the basis of an objective:** this is done to ascertain weakness in the candidate and making attempts to remove them, or for collecting information.

These are of four types:

- a) **Clinical interview:** it is used in medical profession and is done to learn the cause of certain psychological abnormalities. Once the cause is found remedial measures are taken.
- b) **Selection interview:** this is done to select a person on the basis of certain qualities.
- c) **Diagnostic interview:** when the objective of the interview is confined to investigating an issue or problem it is called diagnostic interview
- d) **Research interview:** interview conducted for the purpose of data collection or hypothesis building in a research is called research interview.

2. **On the basis of number of respondents:**

- a) **Group interview:** this type of interview is conducted for a group. It can last 1-2 hours and has 10-12 members with one moderator. This method is used in marketing research to collect information on a product type such as detergent.
- b) **Individual interview:** this is an interview where a single person is interviewed.

3. On the basis of from:

- a) **Structured interview:** the pattern of this type of interview is pre-decided. The questions, their wording and their sequence are fixed. An interviewer may be allowed some liberty in asking questions.
- b) **Unstructured interview:** this type of interview is flexible and open, and the questions structure is not pre-decided.

4. On the basis of formation:

- a) **Panel interview:** such an interview has the advantage of bringing in the experience of a number of people. Those who may have to work with the candidate get a chance to voice their opinions about him..
- b) **Two interviews:** this type of interview is a small panel interview where the interviewer may decide to adopt opposing notes, the one sympathetic and the other confrontational. The method is supposed to reveal the candidate's probable reaction to pressure in the workplace.
- c) **One-to-one interview:** it is the most preferred type of Interview by a candidate. It is more conversational and easy to handle.

INTERVIEW STYLES

Interview styles means, the degree/level of patterning of the interactions between interviewer and interviewee. The style can be informal or any modification or combining of the two the degree of formality is dependent largely on the relationship of the interviewer and interviewee

On the basis of practices styles are as follows:-

- 1) **Direct interview:** - it is face to face observational method. In this; one measures the attitude, knowledge & suitability of interviewee with the help of questions and answers.
- 2) **Indirect method:**-it is not straight forward questions and answers method. Interviewee is given an opportunity & conducive atmosphere to feel free to talk.

Interviewee plays a role of speaking on a particular issue & the interviewer plays a mainly a listening role.

- 3) **Patterned interview**:- questions to the interviewee are standardized in advance and ask according to pattern
- 4) **Depth interview**:- Number of questions on a particular area are put to the interviewee an answer of any one questions does not cover full information A number of follow up questions are put by the interviewer.
- 5) **Stress interview**:- worry/pressure experienced by the interviewee in a particular circumstances or anxiety caused by the stress created deliberately by the interviewer.
- 6) **Board interview**:-when a group of people propose to interview respondents, it is calledöpanelö or öboardö interview.
- 7) **Group interview**: - in a group interview a group of respondents or interviewees are allowed together to interact and exchange each other.
Interviewer plays the role of observational and listener to appraise the qualities of respondents in a group.

ESSENTIAL FEATURES OF INTERVIEW

- IT is a face to face interaction between two or more persons.
- It is carried out with a definite objective to either know a person and his capability or views or ideas
- It is a person to person interaction in a controlled setting.

INTERVIEW STRUCTURE

This template offers interview panels a structure that will save you time and ensure you provide information that helps the organisation, the interviewee and the panel.

The structure comprises four main segments:

- Introduction
- Evidence gathering
- Applicant's questions and comments

- Close

For each segment, you need to decide who will do and say what.

GUIDELINES FOR INTERVIEWER

- 1) HE/SHE SHOULD BE OF A CERTAIN STATUS, STANDING & EXPERIENCE. THEY SHOULD POSSESS THE WORKING Knowledge of topics.
- 2) Skilful interviewing is an art & like all other arts, it requires training & experience it is learnt better by practice than by reading a book
- 3) Interviewer should not begin the interview without the thorough study of the relevant data contained in the candidate's application
- 4) An interviewer should know the traits that need to be assessed during interview, namely, intelligence, ability to present ideas, emotional balance, readiness and response
- 5) Time of interview should not to consume in collecting routine information from records & documents from school institutions etc.

GUIDELINES FOR INTERVIEWEE

- 1) Be comfortable discussing everything on your resume some interviewers may use it as their only guide for the interview
- 2) Dress appropriately a positive first impression gets the interview off to a good start.
- 3) Listen attentively to the interviewer if you do not understand a question ask to have it restated.
- 4) Get directly to the point ask the interviewer if he would like you to go into great detail before you do so.
- 5) Do not open yourself to areas of questioning that could pose difficulties for you.

MOCK INTERVIEWS AND GROUP DISCUSSION EXERCISES

(Practical Exercises to be conducted during the session)

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

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

GDs are used to assess certain group skills that cannot be evaluated in an interview. These include reasoning ability, leadership ability, Inspiring ability, flexibility, creativity/out-of-the-box thinking, social skills, listening and articulation skills, situational handling ability, interpersonal ability to function as a team player, body language and attitude.

Hence we can say that a Group Discussion (GD) is a selection process where a group of members exchange their opinions and ideas on a given topic.

UNDERSTANDING SKYPE AND ITS USAGE IN BUSINESS COMMUNICATION

Skype is a software application that allows users to make telephone calls over the internet. Features include instant messaging, file transfer, and video conferencing. It can foster face-to-face communication with colleagues located all over the world without the travel and cost.

A great example of Skype's usefulness can be seen in its use by the Australian based surf retailer, Rip Curl. Rip Curl's designers and manufacturers work together on video calls from their bases all over the world including Australia, Asia, California and France. Video calls are a key part of the design process, used to show designs, corrections, patterns and ideas. They place dummies in front of their web cams to point out specific issues which save complicated explanations and stops any misinterpretations.

For us the video calling is key, says Media Manager, Dane Sharp. We can actually hold up parts of a wetsuit and see what the designers are talking about, rather than trying to explain verbally.

How to use Skype in Business Communication?

Person-to-Person Phone Calls: As always, you can still make free calls to other Skype users, once your computer is equipped with a mic and headset (or a Skype phone), and your colleagues sign up. You can also call landlines and cell phones once you purchase Skype credits, with the rates, especially for international calls, being significantly lower than what your local telecom company charges. If you have a webcam, the most recent version of Skype also includes higher quality video calling also free.

Conference Calls: Skype can be especially useful and cost saving, for conference calls. To start a conference call on Skype, you launch a new group conversation, and select participants by dragging and dropping them into the conversation. Group conversations don't

need to be limited to just Skype users ó you can also include people on their phone lines and have them added to the call once they pick up.

Screen Sharing: If you've ever used a service like WebEx or Go2Meeting for sharing a presentation with remote participants, you might be surprised to learn that you can now do this in Skype ó for free. To do so, simply initiate a call ó either person-to-person or a group conversation ó and then enable screen sharing. Once screen sharing is enabled, you can opt to share your full screen, or just a portion of it. This is useful if you have other programs running during your call and don't necessarily want to let other call participants see them. You can also turn screen sharing on or off at any point during a call.

File Sharing: Odds are you probably share files primarily through email attachments, which often leads to the inevitable 'did you get the file I sent you?' conversation, or worse, finding out later that you forgot to actually attach the intended file or it wasn't compatible with the recipient's computer. Skype has long offered real-time file sharing, so you can send a file directly to one of your contacts, and troubleshoot any issues that may arise immediately either with a quick call or an instant message conversation.

Add-Ons: While Skype can do a lot on its own, there are hundreds of applications developed by third-parties that can add even more features or customize the experience for specific types of users. For example, Inner Pass is a Skype add-on that could be thought of as a WebEx for Skype. It essentially takes Skype features like conference calls, screen sharing, and file sharing and makes them business-friendly, allowing you to schedule meetings in advance and have persistent meeting rooms, as opposed to the simultaneous nature of Skype itself. Other add-ons include options for transcribing voicemail, recording your Skype calls, and even options for integrating Skype into other programs like Microsoft Outlook.

UNIT – 4

COMMUNICATING IN A MULTICULTURAL WORLD: IDEA OF A GLOBAL WORLD

The phrase cross-cultural communication describes the ability to successfully form, foster, and improve relationships with members of a culture different from one's own. It is based on knowledge of many factors, such as the other culture's values, perceptions, manners, social structure, and decision-making practices, and an understanding of how members of the group communicate--verbally, non-verbally, in person, in writing, and in various business and social contexts, to name but a few.

Like speaking a foreign language or riding a bicycle, cross-cultural communication involves a skill component that may best be learned and mastered through instruction and practice: simply reading about it is not enough.

A balanced cross-cultural training program provides participants with the knowledge, understanding, and skills they need to communicate and cooperate effectively across cultural barriers. Training programs may be conducted either independently of or in tandem with foreign language training.

IMPACT OF GLOBALIZATION ON ORGANIZATIONAL AND MULTICULTURAL COMMUNICATION

The process of globalization has widely increased the availability of information for people across the world. By the use of Internet and advanced mobile services, people are able to discuss business plans and proposals on an international level as well as exchange private data securely. Global communication services have also contributed to the enlightenment and development of the political process in a number of states.

Globalization is widely described as the process of nations and societies becoming more interconnected and interdependent, due to political, economic and social changes. While globalization is nothing new historically speaking, due to technological advancements and the widespread adherence to economic liberalization over the last few decades, the effects of globalization will continue to be significant well into the 21st century.

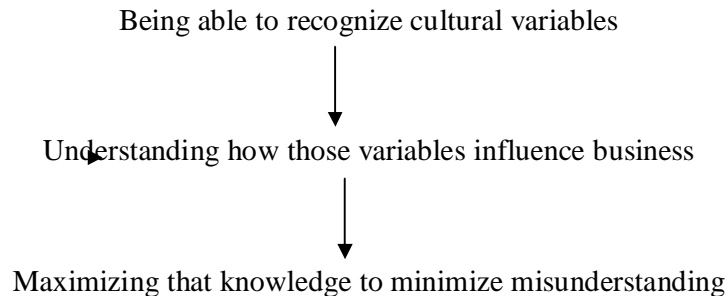
In a global environment the ability to communicate effectively can be a challenge. Even when both parties speak the same language there can still be misunderstandings due to ethic and cultural differences. Over the last decade, there have been countless examples from the business sector that demonstrate how poor communication can lead to poor organizational performance. Understanding the impact of globalization on cross-culture communication is imperative for organizations seeking to create a competitive advantage in the global market. Recent economic challenges further highlight the need for organizations to develop the internal communication capacity necessary to control and monitor external threats. As society becomes more globally connected the ability to communicate across cultural boundaries has gained increasing prominence. Global businesses must understand how to communicate with employees and customers from different cultures in order to fulfill the organization's mission and build value for stakeholders. The use of technology has had a profound impact on how businesses communicate globally and market their products and services. However, with the advancements in technology organizations must still be cognoscente of the culture nuisances that can potentially present obstacles in trying to increase profits and market share. According to Genevieve Hilton, òcultural proficiency doesn't mean memorizing every cultural nuance of

every market. It's knowing when to listen, when to ask for help, and whenô finallyô to speakô

UNDERSTANDING CULTURE FOR GLOBAL COMMUNICATION

Cross-cultural communication is a field of study that looks at how people from differing cultural backgrounds communicate, in similar and different ways among themselves, and how they endeavour to communicate across cultures.

Effective cross-cultural communication means:



ETIC AND EMIC APPROACHES TO CULTURE

Emic and **etic** are terms used by anthropologists in the social and behavioral sciences to refer to two kinds of data concerning human behavior. In particular, they are used in cultural anthropology to refer to kinds of fieldwork done and viewpoints obtained.

"**The emic approach** investigates how local people think" (Kottak, 2006): How they perceive and categorize the world, their rules for behavior, what has meaning for them, and how they imagine and explain things. "

The etic (scientist-oriented) approach shifts the focus from local observations, categories, explanations, and interpretations to those of the anthropologist. The etic approach realizes that members of a culture often are too involved in what they are doing to interpret their cultures impartially. When using the etic approach, the ethnographer emphasizes what he or she considers important."

Although emics and etics are sometimes regarded as inherently in conflict and one can be preferred to the exclusion of the other, the complementarity of emic and etic approaches to anthropological research has been widely recognized, especially in the areas of interest concerning the characteristics of human nature as well as the form and function of human social systems.

OVERCOMING CROSS CULTURAL COMMUNICATION

In global companies, effective cross-cultural communication enables businesses to run more smoothly. By acknowledging the potential problems that can occur and taking proactive steps to minimize conflict, you can help your employees work together better. Adjusting behaviour

takes time, so be sure to provide opportunities for your employees to learn about each others' cultures and habits before problems arise. Set expectations throughout your company that additional effort might be required to understand each other. Foster engagement in thoughtful consideration instead of jumping to hasty conclusions that lead to volatile, unproductive conflicts.

Step 1

Run meetings to expose your employees to other cultures. Introducing employees who will be working together in a non-threatening environment enables a good working relationship long term. Learning about another culture's language, rules and norms for acceptable behaviour helps prepare your employees to deal with situations as they arise. Changing preconceptions can lead to more conducive working relationships.

Step 2

Conduct activities to demonstrate how dependent we are on language. For example, dedicate a day to being silent. Have each employee develop a contract stating what they hope to learn, how long they will remain silent (what exceptions can be made) and how they plan to cope without speaking all day. After experiencing a day with limited communication, participants can typically relate to being in a foreign environment more easily.

Step 3

Provide workshops, tips and techniques for communicating effectively in cross-cultural work environments. People act according to the values of their own culture. Others from another culture might interpret behaviour differently. Practicing such strategies as active listening and using multiple forms of communication, such as written, audio and visual, can enhance employee involvement in assuring that conflicts do not arise because of cultural misunderstandings due to lack of awareness.

Step 4

Coach employees to mediate conflicts related to cultural misunderstandings. Provide opportunities for employees to respond to situations from viewpoints different than their own. Divide a group of people into pairs to conduct role-playing exercises that allow participants to acknowledge culture difference exist. Encourage each pair to think about a conflict they have experienced recently due to cultural differences. Have each participant describe what they might find offensive or unusual. Let each participant suggest how the problem would be handled in their own culture. Together, have the participants develop a resolution to the problem. Have each pair report to the larger group on their experiences.

CULTURAL PROTOCOL IN VARIOUS COUNTRIES

When working in the global commercial environment, knowledge of the impact of cultural differences is one of the keys to international business success. Improving levels of cultural

awareness can help companies build international competencies and enable individuals to become more globally sensitive.

The culture-focused country profiles contained in the World Business Culture website are your passport to international business expertise. If you don't have the right level of knowledge about these issues, you are taking a gamble every time you work cross-border.

Doing Business in India

For the last couple of decades India has largely been viewed as an outsourcing destination where organisations from many countries could reduce their cost-base through transferring work to a country with a large number of highly educated graduates who spoke good English but whose wage demands were considerably lower than in the West.

This approach to India is, however, rapidly changing and the country is increasingly recognised for what it will soon become – the world's largest potential market for goods and services. With a rapidly growing middle class comes the need for all those commodities that have been lacking in India in the past – not only consumer goods but also infrastructure development and financial and legal services.

India, therefore, represents a huge business opportunity but it also undoubtedly presents risks and significant barriers to entry. Whilst the government is trying to open up the country to foreign investment, many sectors remain stubbornly closed and there is considerable internal pressure to keep these entry barriers strong. Combine these Foreign Direct Investment barriers with a bewilderingly complex combination of central and states-based governmental systems and it is not difficult to see why many organisations are wary of entering the India market space.

Denmark:

Although Denmark does not have the same high numbers of large multi-nationals as the Netherlands or Sweden, a high percentage of Danish industry is export-oriented. As few non-Danes speak good Danish, Danes have therefore had to become proficient in other languages – often speaking two or three to a high level of proficiency. Thus, Danes tend to be good communicators on the international stage.

Danish communication patterns, however, when taken into a second language can be somewhat problematic to cultures more used to a diplomatic approach to communicating in business. Plain speaking is admired and being frank is viewed as a sign of respect to the person you are dealing with. This directness can sometimes be mistaken as rudeness when encountered by cultures, which place diplomacy and tact at the forefront of business interactions.

PUBLIC RELATIONS (PR): WHY PR? DEFINITIONS OF PR

Public relations (PR) is the way organisations, companies and individuals communicate with the public and media. A PR specialist communicates with the target audience directly or indirectly through media with an aim to create and maintain a positive image and create a strong relationship with the audience. Examples include press releases, newsletters, public appearances, etc. as well as utilisation of the World Wide Web.

“Public relations are a strategic communication process that builds mutually beneficial relationships between organizations and their publics.”

Why PR?

Public relations can do so much for a company, and yet, like social media, larger companies may see PR as an alternative to what they can already afford in advertising. (It is not an alternative to advertising.) PR is better than advertising. (Yes, I'm probably a bit biased.) It may take a bit more creativity and elbow grease, but the rewards and benefits of PR far outweigh advertising or marketing activities.

Public Relations (PR) is about raising your company's profile, managing its reputation and building relationships with the key people interested in your business, all of which are vital to your success.

Through using the media (both traditional and online), PR can significantly increase your company's profile, raise awareness of what you do, educate your target audiences and position you as an expert in your field. This, in turn, can generate more enquiries and sales.

In today's media-rich market, there are plenty of opportunities to shout about your business. And if you don't do it, you know your competitors will.

What's more, positive media coverage is very cost effective. Editorial, unlike advertising, is free. Some coverage in a local paper, relevant business magazine or online journal is more likely to be taken notice of by your prospective clients than an advert.

Additionally, using social media to talk about your business and its services will help you engage with your customers and extend your reach even further.

MISCONCEPTIONS ABOUT PR

1. PR works quickly ó Yes, and no. PR is a process that can take time. This is a good thing ó a thoughtful review, article or segment is priceless. Long lead magazines work up to 6 months out and there tends to be a process to featuring ó meetings with editorial teams, testing and final page edits that can all impact a feature. We work diligently to make sure our contacts have everything they need so there are no delays but ultimately we can't push the

creative process. You don't want a rushed review or a post that isn't sincere. The best kind of feature is one that offers a thoughtful and insightful review endorsing the product or service from personal experience. Having said that, there are always exceptions to the rule ó some outlets work on a tight timeline. A TV station can pick up our pitch and feature within a day as can online outlets. But even TV and online media can take time if they are looking for the right timing and ideal fit for your product/company which will add to the overall value of the feature.

2. PR and sales are the same thing ó Media exposure tells the world who you are and what you can offer. It generates brand awareness which has an invaluable impact on a company. Getting the word out lets your consumers and potential retailers know about you, your brand and your product. We target media outlets that will offer the best exposure and brand recognition. We are always delighted to hear that a feature created a sales boost although our primary goal as PR professionals is to get the word out there and to increase visibility for your brand. To best leverage your PR results, post your hits on your website and promote them on your social media channels ó let the world know that you are featured!

3. No news is bad news ó Not necessarily! As explained in #1, PR takes time and as a result, there can be gaps in our updates depending on the individual outlets process. We follow up with all media requests on a regular basis and offer new information, photos and angle ideas along the way so our contacts have plenty of content to work with and feature. The good news is that all media interest is a good sign, even if the process takes a long time.

4. One chance per outlet ó We don't take kindly to closed doors. We always look for new angles, new contacts and follow up feature opportunities. Not all media outlets can feature twice, but many of the larger outlets have multiple departments, each looking for content and a product or service can be repositioned to appeal to a different segment, column or article. We've successfully placed clients with the same outlet multiple times! Last year, a national morning show featured one of our clients twice in the same season!

5. Bigger is always better ó The top tier national publications are great and are obviously highly coveted and sought after. It is important to include smaller regional publications, content-specific websites and blogs in a media outreach plan. Smaller outlets often have a committed readership or viewership that will add value to a feature. In addition, it is often the bloggers and writers for smaller publications that contribute to national articles and segments, so it's important to recognize that small outlets can have a mighty impact when it comes to exposure.

USE OF COMMUNICATION SKILLS FOR MEDIA AND PUBLIC RELATIONS

Media:

- Remember that media helps to shape public opinion and can help influence the political agenda.

- Local media is typically easier to access than national media - remember that all politics is local.
- Letters to the editor are helpful to make counterpoints or support articles concerning biomedical research.
- Consider co-signing with colleagues or groups (i.e., student-postdoctoral associations) to signify a consensus.

PR:

Public relation is a fast growing field; every organization, institution and business has a need for public relations. This important role affects whether a business or organization succeeds and prospers. Devoting the time and resources to this pertinent function is a smart and necessary step.

There are certain skills that are helpful for people who work in public Relations. These include a high level of communication skills, both written and verbal. A PR person also must be adapt at multitasking and time management, They might have some form of media background or training to understand how the media works. Organizational and planning skills are also required in PR.

PRESS RELEASE

Press Release: An official statement issued to newspapers giving information on a particular matter.

A **press release, news release, media release, press statement** or **video release** is a written or recorded communication directed at members of the news media for the purpose of announcing something ostensibly newsworthy. Typically, they are mailed, faxed, or e-mailed to assignment editors at newspapers, magazines, radio stations, television stations, or television networks.



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HANDLING A PRESS CONFERENCE

Press Conference can be handled at 3 different times:

On arrival

As with covering a speech or meeting, you should try to arrive in good time for a press conference. Because some journalists are bad time-keepers, many organisers will wait until the major media organizations are present before starting the press conference. However, you cannot rely on this. Besides, it is bad manners to arrive late for any appointment.

Positioning is quite important, especially at large press conferences. You should always sit near to the speaker; so that you do not miss anything said (even whispers to an aide or adviser). If there are many journalists present, sitting in the centre of the front row will ensure that you are not overlooked at question time. It is important that you hear questions from other reporters. If you are seated at the front and you cannot hear the question, you can be sure that the interviewee will not hear it either, so it will have to be repeated anyway.

If you work for radio or television, or wish to record the press conference to support your notes, arrive with enough time to set up your microphone in front of the interviewee. For recording question time, you should either sit beside the interviewee holding the microphone

so that you can point it towards questioners at the right moment, or use a tape recorder which has two microphones (usually stereo machines), one positioned in front of the interviewee, the other pointed towards the questioners.

If you work for radio or television, you should also ask for an individual interview when the conference ends. Apart from the fact that you can get better quality sound and pictures in a one-to-one interview, every news organisation likes to give its audience the impression that it is the main supplier of news on an event. A babble of questions from other journalists at a press conference destroys that impression for broadcasters. Radio and television reporters should make a note of all interesting questions - whether their own or from other reporters - and ask them again during their one-to-one interview.

When the conference starts

Establish straight away whether what is being said is "on the record" (in which case everything can be quoted); "background" or "unattributed material" (in which the information can be quoted but not the name of the informant); or "off the record" (in which neither the information nor the informant can be quoted). "Off the record" information is for the reporter's personal information. Too much "off the record" information will undermine the credibility of your story, so try to get the interviewee to make statements "on the record" whenever possible. You should also establish at the start who the speaker represents on this occasion, if it has not already been made clear. For example, is the Police Minister speaking as a minister or as an MP? Quite often, an organisation may provide a spokesperson to give a press conference. This could be a public servant, a secretary or a press officer. Ask immediately whether they are speaking personally, for a department or for the government.

As with a speech or a meeting, you should make good notes of what is said. Mark the important points in your notes as you go along. A statement may not be clear or may raise an interesting question. Make a quick note of anything you will want to ask at question time.

Question time

Always try to ask at least one question, if only to show your presence.

Phrase all your questions either (a) to clarify statements you did not understand or (b) to get new information. Avoid asking friendly questions simply to cover up an embarrassing silence.

It is difficult to get an exclusive story from a press conference, because every reporter hears all the statements, questions and answers. If you have gone to the press conference with some information which you think will give you an exclusive story and it is not mentioned during the conference, do not mention it during question time. Wait until the other reporters have left

then ask your questions. If speakers are unwilling to give a private interview, tempt them with a statement like: "There is something important I want to ask you that I don't want anyone else to hear." It may spark their interest and you will probably get your interview.

Not only should you note what is said at a press conference, but you should also be aware of what is not said. If you go there expecting a certain announcement and it is not made, don't shrug your shoulders and leave. Ask about the topic. They may have something to hide.

At the end

Do not be in a hurry to get away, unless you are facing a tight deadline. Hang around on the chance of getting background information, picking up a bit of gossip or simply developing contacts.

If you have arranged a face-to-face interview, remind your interviewee and take them somewhere quiet to conduct it. If several reporters have been granted individual interviews, make sure that you get your turn.

If you work for a newspaper or television, you should ask for any pictures you think you might need. For example, if a police chief says they are hunting an escaped criminal you should automatically ask if they have a picture of the man for publication. Also, if you want to illustrate your story with a picture of the speaker, think how you can get a better picture than simply a shot of him at the press conference. For example, if the Health Minister is launching a campaign to test people for chest cancer, will he pose for pictures with an X-ray machine - preferably being x-rayed himself?

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