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BUSINESS COMMUNICATION

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**Sample Preview
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QUESTION PAPER

(June – 2019)

(Solved)

BUSINESS COMMUNICATION

Time: 2 Hours]

[Maximum Marks: 50

Note: Answer all questions.

Q. 1. Read the following passage and answer the questions given below it:

I don't think most people realize how stressful it can be to have multiple incomplete tasks hanging over your head. Just in case you are one of these people, let me assure you, it is stressful. I like to call this the "Almost Finished Syndrome". It has always intrigued me because often, it would be relatively easy to simply bear down and complete something — not almost complete something but really complete it 100 per cent, and get it out of the way.

On many occasions, I've hired people for everything from a building or repair project around the house to an editing job at work. The person I've hired has been competent, creative, hard-working, skilled and motivated. Yet for some strange reason, they won't quite finish the job. Sure, they almost finish — sometimes they are about 99 per cent done, but that last remaining bit seems to hang over their heads (and mine too). Often the last 1 per cent takes as long as the first 99 per cent.

When you absolutely finish a project, several good things happen. First, you enjoy the nice feeling of a sense of completion. It feels good knowing you're set out to do something and it's done, it's out of the way. Completion allows you to move forward without the distraction of having things hanging over your head.

Beyond the obvious, however, is the respect you feel for yourself and the respect you secure from others when you complete something. You said you were going to do something, and you did it — all of it. You send the message to others that "I am a person of my word," "You can trust me," and "I am reliable." And

you affirm the message to yourself: "I am competent and trustworthy." This makes people want to help you — and want to refer business to you and want you to succeed.

Whether you are working for a corporation or a customer, it's undeniable that people will be irritated at you if you don't complete your tasks as agreed. Further, they will be on your back, complaining to you and about you. How can this be worth the stress it so obviously creates? Wouldn't it be easier to simply plan ahead and do whatever is necessary to get the job done — all the way done?

This is an easy habit to break. Take an honest look at your own tendencies. If you are someone who often almost finishes something, take note of the tendency and commit yourself to that last final completion. You can do it — and when you do, your life is going to seem so much easier.

(a) Answer the following questions:

(i) What does the author mean by the phrase "almost finished syndrome"?

Ans. Many of us couldn't able to complete our tasks completely and those often hanging around our head. That scenario is become so stressful for us and often termed as almost finished syndrome.

(ii) Describe the feelings of yourself and others when you complete, a project. (Give four examples).

Ans. Following thing happen when you completely finished your project:

- One can enjoy the nice feeling of completion.
- One can now able to move forward.
- One can feel respect for himself.

- One can feel that he is competent and trustworthy.

(iii) What is the reaction of customers or a corporation when you leave things incomplete?

Ans. If you working for a corporation or a customer. People will be irritated at you if you are unable to complete your task completely.

(iv) Give a suitable title to the passage. Give reasons.

Ans. Title : Harm of Incomplete Tasks.

(b) Make a sentence each with the following words/phrases from the passage:

- (i) Stressful
- (ii) Occasions
- (iii) Motivated
- (iv) Sense of completion
- (v) Reliable

Ans. (i) Stressful : The situation often become stressful for us.

(ii) Occasions : He will come to Mumbai in all occasions.

(iii) Motivated : I feel motivated for my upcoming interview.

(iv) Sense of Completion : One can take sigh of relief after the sense of completion of examinations.

(v) Reliable : I got the news from the reliable source.

(c) Find words from the passage which are the opposite of the following words:

- (i) Peaceful
- (ii) Difficult
- (iii) Incapable
- (iv) Fail
- (v) Praising

Ans. (i) Stressful; (ii) Easy; (iii) Competent; (iv) Succeed; (v) Complaining.

Q. 2. Fill in the blanks with the verbs given in the brackets.

There _____ (be) a car by the side of the road. It _____ (broke) down and the driver _____ (try) to repair it. So, we _____ (stop) by to see if we _____ (can) help.

Ans. being, is broke, tried, stopped, could.

Q. 3. Fill in the blanks with appropriate articles (a/an, the).

(a) In essence, strike out for _____ middle path between over-confidence and timidity. Entertain _____ healthy respect both for _____ people you work with and yourself.

Ans. the, a, the.

(a) How do you get noticed when you're working as part of _____ team, and are expected to blend seamlessly with _____ rest?

Ans. a, the

Q. 4. Write short notes on the following:

(a) Writing an effective CV

Ans. Ref: See Chapter-4, Page No. 23, 'Writing a CV/Resume'.

(b) Communicating across cultures

Ans. Ref: See Chapter-8, Page No. 86, 'Introduction'.

(c) Features of a good proposal

Ans. Ref: See Chapter-10, Page No. 146, 'Basic Features'.

(d) Difference between a resume and a portfolio

Ans. Ref: See Chapter-4, Page No. 24, 'Writing Your Resume' and 'Prepare Your Resume Around Your Strengths'.

Also Add: A portfolio is a living and changing collection of records that reflect your accomplishments, skills, experiences and attributes. It highlights and showcases samples of some of your best work, along with life experiences, values and achievements. The personal information that you incorporate into your portfolio can greatly reflect on your abilities as an individual as well as become a useful tool in marketing yourself to employers, corporations, colleges and universities. A portfolio does not take the place of a resume, but it can accentuate your abilities and what you can offer in the chosen field.

Always be as specific as possible. Your portfolio can become quite a large collection of materials. For interview purposes, it would be a wise strategy to select items from your portfolio to be included in a smaller interview portfolio. The smaller portfolio can be presented during the interview and would be less overwhelming to the interviewer.

Q. 5. Your company owns a small field next to the factory. You will probably need it in a year or so if you extend the factory. What can you do with

Sample Preview of The Chapter

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BUSINESS COMMUNICATION

BUSINESS SOCIAL SKILLS AND THE RECRUITMENT PROCESS



Greetings and Introductions

INTRODUCTION

The greeting is the most important aspect of the business communication. In the business dealings, it has been estimated that 85 per cent of the lost sales occur during the first fifteen seconds of the conversation. And in not just the sales but any other business engagement, an effective greeting is essentially important. There are various keys to an effective greeting which include smile, speak and act sincerely, enhancing the self-esteem of the person you are talking to, ask questions which are non-threatening to your listeners, etc. In this chapter, we will talk about small talks, skills necessary for small talks, and the importance of small talks. Apart from small talks we will also look in to corporate entertainment.

CHAPTER AT A GLANCE

Before we get to the small talks let us first understand the term “communication”.

COMMUNICATION

The word ‘communication’ is derived from the latin term ‘communicare’ or ‘communico’, both of which means ‘common’. But communication is not merely transmission of meaning from one person to another through symbols. It implies that the system of communication is commonly owned, accepted and

recognized by the members of a community. It enables them to acquire, exchange, store, retrieve and process information. Communication is thus essentially a social affair.

Hundreds of explicit and implicit definitions of communication have been published in related literatures for use by scholars, students and practitioners trying to describe, predict and understand communicative phenomena. These definitions vary around the common language definitions, with variations depending on individual scholarly interests and general scholarly trends. The diverse definitions of communication are offered to serve as a representative, sample of ideas about communication from a wide range of disciplines.

The author would like to put the definitions of communication as below:

- (i) Communication occurs if, and only if, information moves from the input to one process to the output from a second process, the latter process being the inverse of the first process.
- (ii) We can refer to the information at the output of this inverse, receiving, process, as a communication. Communication is more complex than information; communication

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- processes are composed of multiple complementary informative processes.
- (iii) Communication is something that is communicated by or to or between people or groups.
 - (iv) The act of transmitting verbal and non-verbal information and the understanding between seller and buyer.
 - (v) The process by which information and feelings are shared by people through an exchange of verbal and non-verbal messages. In the context of medical education, its primary function is to establish understanding between patient and doctor. In an atmosphere of effective communication, patients improve faster, cope better with post-operative pain, requires less psychotropic drugs, and experience numerous other health benefits.
 - (vi) The successful transmission of information through a common system of symbols, signs, behaviour, speech, writing or signals.
 - (vii) A process by which information is transferred between at least two parties.
 - (viii) Transmission of intelligence between two points (origin and reception) without alteration of sequence or structure of the information content.

The creation of shared understanding through interaction among two or more agents. Communication depends upon interpretation of some message by the listener. Shared understanding is constructed through the detection and repair of misunderstandings (as opposed to a one-way transmission of data). The understanding created through communication can never be absolute or complete, but instead is an interactive and ongoing process in which common ground, i.e., assumed mutual beliefs and mutual knowledge, is accumulated and updated.

In simple words, authors put the definition of communication as “the process of passing information and understanding from one person to another.”

Communication has the following characteristics:

1. Communication is characterized by information transfer,
2. Processing takes place in communication systems,

3. Both the sender and the receiver are actively involved in a communication system, and
4. The quality of communication varies.

Not all information transmitted represents communication. Given communication is defined in terms of inverse processes, the page you are reading isn't communicating with you. You are receiving the information that is on the page because of visual processes. The author is communicating with you through process that first took ideas resulting in written text, and an inverse processes within the reader is taking written text and transforming it back into thoughts. Similarly, if one person is talking to another and is nervous, the nervousness may be communicated to anyone who can translate observed perspiring or a quivering voice or shaking hands into an understanding that the first person is nervous.

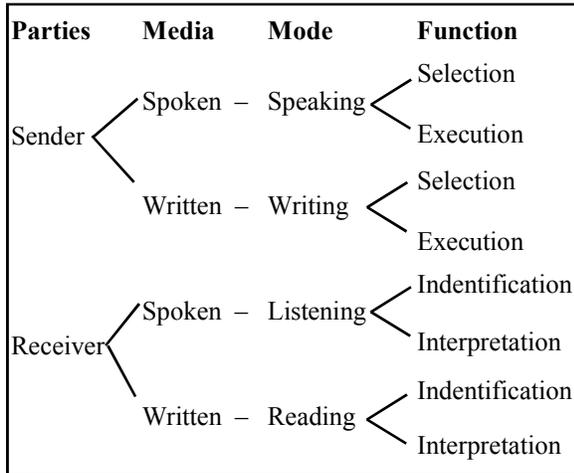
THE PROCESS OF COMMUNICATION

As we defined communication, we may define a communication channel as the set of components in the universe that implement the functionality needed for the communication process to take place. Because communication requires two or more information processes, a communication channel always consists of two or more information channels in series. By using the word 'needed', we refer only to those components that directly and obviously contribute to the operation of the channel, ignoring the fact that a butterfly moving on the other side of the world, does affect the performance of a communication system on the reader's side of the world.

Looked at more closely, what is essential for the communication to occur is the cooperation between two parties, one active or at the giving end and the other passive or at the receiving end.

The sender selects appropriate symbols to suit the situation and realises the meaning through speech or writing depending upon the socially regulated requirements or self-perceived needs. At the receiving end the symbols are identified and identification obviously implies recognition and realization of meaning through the interpretive process.

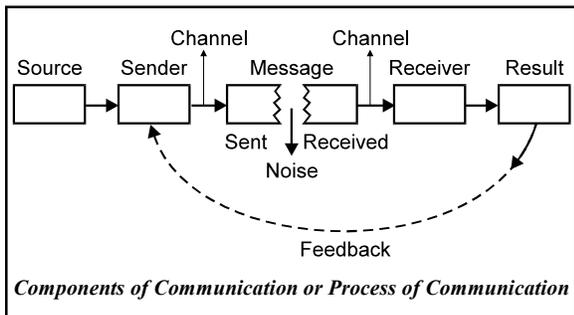
Both these processes may be summarized as follows:



Communication is thus a network of interactions and naturally the sender and the receiver keep on changing their roles.

Another aspect of communication is the deployment of a code consisting of arbitrarily evolved symbols and the determination of the appropriateness of their use in given situations, leading to the emergence of diverse communication patterns. Some of these are tangible (e.g. physical setting) and others intangible such as intellectual, psychological and emotional. Communication cannot therefore always be regarded as a momentary event. In fact, it often is a momentary intensification of a continuing, cumulative process that starts before the actual communicative event takes place and continues after it has occurred. The communicator, therefore must acquire a true perspective of not only the present requirements of the situation, but also its relationship with the past and its impact on the future.

A clear understanding of the various components and their interrelationship is shown in following figure indicating the process of communication:



It would be observed that the entire event takes place within a common frame of reference, also called communication environment. The source refers to the point of origin of a message which is encoded by the sender and transmitted through the channel to the receiver. The receipt of the message exercises an impact in communication environment leading to some result. The observance of the result by the sender is called 'feedback'. The message sent is not the same as the message received. For this a number of factors which may be collectively termed as 'noise' are responsible. It is also to be noted that all the messages do not produce the intended result. Thus, the success of communication is measured in terms of not only the effective transmission of the message, but also the achievement of the intended result. Figure indicates the processes of initiation and reaction on the part of the sender and receiver respectively. The choice of channel is determined by socio-physical factors.

MACRO FUNCTIONS OF COMMUNICATION

The macro functions of communication are listed below:

1. *The Emotive Function:* It is to communicate the inner states and emotions. e.g. Sorry!; Thank God!; Oh No!
2. *The Directive Function:* It seeks to affect the behaviour of others. e.g. Close the door, please; Please call up Mr. Sharma.
3. *The Phatic Function:* Opening the channel or checking that it is working. e.g. Hello, are you online?; Can you hear me?
4. *The Peotic Function:* The particular form chosen is the essence of the message. This refers to the aesthetic function of language.
5. *The Referential Information:* To carry information.
6. *The Metalinguistic Function:* Focusing attention on the code itself.
7. *The Contextual Function:* Creating a particular kind of context. e.g. OK! Let's begin the meeting now.

Meaning and Importance of Communication:

Effective communication is central to the success of any business organization. Communication is a pervasive activity which encompasses almost all facets of our lives.

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The term communication is derived from the Latin word “communis” which means common. Thus, communication involves rendering common ideas, opinions or information that is the sharing of ideas or information.

Communication is defined as the interchange of thought or information between two or more persons to bring about mutual understanding.

When communication is referred to in organizational context it is known as organizational communication.

The diverse definitions of communication are offered to serve as a representative sample of ideas about communication from a wide range of disciplines.

Here are some such definitions of communication:

(i) Communication occurs if, and only if, information moves from the input to one process, to the output from a second process, the latter process being the inverse of the first process.

We can refer to the information at the output of this inverse, receiving process, as a communication. Communication is more complex than information; communication processes are composed of multiple complementary informative processes.

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IMPORTANCE OF COMMUNICATION

Scope of Business Communication: Business Communication is an extensive sphere and in a business,