

Professional Communication (BAS 20)

Assignment Answers (Unit III and IV)

Question 1: What is business correspondence? Discuss the importance of written business correspondence?

Ans: Business correspondence means the exchange of information in a written format for the process of business activities. It is essential for success and growth of every organization. Business correspondence can take place between organizations, within organizations or between the customers and the organization. The correspondence refers to the written communication between persons. Hence oral or face to face communication is not a business correspondence.

Importance:

1) Maintaining a proper relationship

Business letters are the most formal method of communication following specific formats. They maintain healthy relations within a organization.

2) Serves as evidence

Written business communication serves as evidence. A business correspondence helps the person in a business to keep a record of all the facts .

3) Create and maintain goodwill

It helps in creating and maintains goodwill between a business and a customer. Any letter to enquire, complaint, suggestions or feedbacks helps a company to grow and maintain goodwill.

4) Inexpensive and convenient

It is cheap and convenient form of business communication.

5) Formal communication

A business communication serves as a formal communication between two persons. It may be a seller and a buyer. It can be between an employee and the employer. The language is formal and logical.

6) Helps in the expansion of business

A business correspondence helps a business to achieve and set goal. It also ensures the expansion of a business. With no waste of time and proper utilization of manpoour and resources, business can expand.

7) Improves customer satisfaction and retention

Better business communication means better customer satisfaction. One study found that employee attitude has a significant impact on customer satisfaction, which then results in an increase in revenue.

Question 2: What is the process for effectively writing a business letter?

Ans: Step 1: Decide what type of letter we need to write

Business letters have a sender and a recipient. The sender can be a person or a group and the recipient can be another person or group.

Different types of letter include: letter of complaint, letter of inquiry, cover letters, adjustment letter, order letters. Other letters include all sorts of other business situations in which people may be writing letters. For example, to convince others to buy their products or services; to recommend employees for job; to announce their resignation.

Step 2: write a short outline

After we have decided what type of letter we are going to write, it is important to stop and think. Write an outline before we start typing. If we do this we can get rid of the time-consuming changes in our writing.

Next, write down the main ideas we want to include and use connectors to make transitions within and before paragraphs.

Step 3: Use the right layout and salutation

Business letters have quite strict rules when it comes to layout (format and order). Leave lines and format it according to the rules.

Step 4: use appropriate vocabulary for the type of letter we are writing

Depending on the type of business letter we are writing, we can choose to use some of the sentences and phrases suggested below.

I am writing to complain about ...

I would be appreciative if we can help me find out

As we will notice in my resume...

Step 5: check our spellings

When writing a business letter, perfect spelling is essential. If possible, use spell check to make sure our spelling is correct.

Another useful thing to do, especially if we are writing a cover letter or if we are trying to impress our reader, is to consider whether we use American or British spelling.

Step 6: check our grammar

Grammar mistakes are a bit trickier. Of course, the safest route is to learn the rules and practice them as much as possible. We can use grammar books or online exercises or both, depending on what we find more convenient.

If we are going to be sending out very important business letters, then it is worthwhile to invest in professional proofreading services.

Step 7: check our punctuation

It is so difficult to focus on different types of mistakes all at once- spelling ,grammar and punctuation. So try to make time to proofread our letter a separate time for punctuation mistakes.

Some of the most frequent punctuation mistakes to watch out for : forgetting commas, using exclamation marks or emotions, using too many or not enough spaces etc.

Step 8: format our letter

Leave formatting for the end; it is less time consuming. Most business letters use a block format, and are left- justified and single spaced. We should use double spacing between paragraphs to make clear where a paragraph ends and where another one begins.

Question 3: Discuss in brief the basic letter format.

Ans: Letter format refers to the way our letter looks on the page. There are different ways to format our letter. However, block format is the most common.

In the full- block format all the information is flush against the left margin, double spaced between paragraphs.

Addresses:

1) **Our Address**
our address should be displayed in the top right-hand section. This will enable the person that we are writing to, to reply.

2) **The Address of the person we are writing to**
This address should be displayed beneath our address on the left-hand side, remember to include the name of the person that we are writing to (if known).

Date:

This should be displayed on the right-hand side of the page on the line beneath our address and should be written in full format:

e.g. 1st January 2001

Salutation & Greeting:

1) **Dear** **Sirs,**
If we do not know the name of the person that we are writing to, use the greeting “Dear Sirs,”. In some circumstances it is useful to find a name, especially if we are making a request as this will show that we have done our homework and we are more likely to receive a response.

2) **Dear** **Mr** **Jones,**
If we know the name, use one of the following titles:
Mr – for a male
Mrs – for a married female
Miss – for an unmarried female
Ms – for a female whose status is unknown or would prefer to remain anonymous
Dr – for a person with the status of a doctor
This should be followed by the surname only (not the first name).

Concluding:

1) **Yours** **faithfully,**
If we do not know the name of the person, conclude with “Yours faithfully,”.
2) **Yours** **sincerely,**
If we know the name of the person, conclude with “Yours sincerely,”.
3) **Your** **signature**
Sign our name, then print it underneath the signature. If it is potentially unclear what our title would be then include this in brackets next to our printed name.

Content

In modern society there is a trend to use a shorthand writing style, for instance replacing the word “we” with “u” or replacing the word “weekend” with “wkend”, there are many other examples. This casual approach and informal writing style can easily be transferred, sometimes subconsciously, when a more formal style is required.

Introductory Paragraph

The introductory paragraph should be concise and should clearly state the purpose, whether it is to lodge a complaint, make an enquiry or to request something.

Main Body

The main body should clearly state the points that we want to make. As a general rule it is a good idea to keep this as to the point as possible to ensure that the recipient remains engaged. A longer main body may be more appropriate when making a complaint as we may require to add more detail in order to convey the importance of what we are putting across.

Concluding Paragraph

The concluding paragraph should outline what action we would like the recipient to take: to make a refund, to send we information etc.

Question 4 Elaborate the elements which constitute the structure of a business letter? Discuss briefly each of them.

Ans:

Heading

- The heading is also the return address to which the recipient will refer when sending a response.
- The writer's name is not included in the heading, as it appears in the complimentary close at the end of the letter. It should include only the street, city, state and zip code of the letter writer. Identifying words such as Avenue, Circle, Court, Drive, and Street should be spelled out rather than abbreviated. Doing so reduces the chances of a response being sent to an incorrect address.

The date a letter is written should be placed below the writer's return address information. It is the final component in the heading of a business letter.

The Inside Address

- The inside address contains the mailing information belonging to the recipient and should be justified to the left margin of the letter and placed two spaces below the date (for very short letters four spaces is acceptable).
- When the recipient's name, title and position are known, they should be included as the first two lines in the inside address and placed directly above the name of the business or organization.

The Salutation

- The salutation is a greeting. Its placement belongs two spaces below the inside address and always justified to the left margin of the letter. It should include the title and full name of the recipient, followed by a colon.
- Customarily the salutation begins with *Dear*, followed by a title such as *Mr.*, *Ms.*, *Mrs.*, however, when the writer is on a first name basis with the recipient, that formality can be dropped in favour of a first name.

The Body

- Begin the body of a business letter two spaces below the salutation or attention-getting device. Each paragraph should be single-spaced and justified to the left margin of the page with a double space separating each paragraph.
- It is acceptable to double space the text of a letter when the body is very short. This is done purely for cosmetic reasons, giving the letter a more visually balanced appearance on the page. In such instances it is appropriate to indent the first line of each paragraph.

The Complimentary Close

- The complimentary close is placed two spaces below the last line of a letter's body.
- Customary expressions used to close a formal business letter include *Thank we*, *Sincerely*, *Sincerely Yours*, and *Yours truly*. Less formal expressions such as *Regards*, *Best regards*, and *Best wishes* should be used only when the writer is addressing a business associate that is also a friend.
- When the expression contains two words, such as *Thank we*, only the first word receives an initial upper case letter.
- A comma follows all forms of a complimentary close.

Question 5 What are the different types of business letters? Discuss each in brief?

Ans:

Sales letter: is used to convince the costumer for an existing product or a new product. A sales letter should be persuasive and contain the main features of the product.

(i)Get attention from attractive opening.

(ii)Arouse interest in the product

(iii)Present reader benefit information

(iv)Close with a clincher sentence

(v)Mention about enclosures if added

Claim letter

A claim letter is also called a complaint letter. It is written to rectify the mistakes made or wrongs done

- (i) Explain clearly what has been wrong
- (ii) Give sufficient data if necessary
- (iii) Motivate prompt actions.
- (iv) Specify clearly what adjustment we would consider fair
- (v) Address the letter to a senior officer of the organization

Adjustment letter

It is a reply to a claim letter, it should not be sent in a moment of excitement or anger. Take sometime to restore to one's usual self before writing such letters.

- (i) Convey good news first.
- (ii) Explain why things went wrong
- (iii) Give additional information for the same product.
- (iv) Send new sales materials about the other product in which the customer might be interested.
- (v) Close the letter, emphasizing the action to be taken by customer.
- (vi) Address the letter to the claimant by name.

Collection letter

It is written to persuade the customers to make them the delayed payment. Utmost tact should be used in reminding them which should not affect the business link.

- (i) Tone should be persuasive.
- (ii) Purpose is to get the money and maintain the business link.
- (iii) Do not use straightforward language to ask for the payment.

Enquiry letter

It is written to seek information from other organizations. It may deal with a simple matter or a matter of wider dimensions.

- (i) Indicate the nature of the enquiry at the beginning.
- (ii) State reasons for the enquiry.

- (iii) Clearly state what information we are seeking.
- (iv) Close with a statement which would elicit quick response.

Quotation letter

It is sent in reply to an enquiry letter. It should contain point by point detailed information.

- (i) Mention the letter number and date of enquiry letter to which reply is made.
- (ii) Give detailed information in points.
- (iii) Mention the terms and conditions involved.
- (iv) Keep in mind that the letter will be examined from several points of view: quality, price, promptness in reply, etc.

Job application letter

A job application letter is like a sales letter; it is written to sell one's services. A job application should be drafted carefully as it related with one's career.

- (i) It carries sequence of information regarding the qualification and experience.
- (ii) Personal details
- (ii) Educational details
- (iv) Training its nature and duration.
- (v) Experience- organization in which we worked ,nature of duties and duration .
- (vi) Other accomplishments – prizes and awards won ,research papers and books published.

Question 6: How is resume different from bio-data? Highlight the relevance of job application in professional area.

Ans:

A resume is ideally a summary of one's education ,skills and development when applying for a new job. A resume doesn't list out all details of a profile, but only some specific skills customized to target job profile. It thus, is usually written in the third person to give an objective and formal tone. However, in case of bio-data the focus is on personal particulars like date of birth, gender, religion ,race ,nationality ,residence ,marital status ,and the like. A chronological listing of education and education comes after that. A resume would be ideally suited experience people apply for specific positions where certain details specific skills are more important than education. Bio data are not common in international market where

personal information like age, gender, religion are not required to be submitted by the candidates.

Resume is relevant in the professional area for job application as they determine our eligibility and qualifications for a job. Employers use resume to get a deeper understanding of candidate skills, strengths and experience. Our resume reflects our achievements, awards, education, experience and any other outstanding accomplishments that align with career path and goals. Our resume is our first point of contact with the employer and sets the tone for subsequent steps such as first interview, second interview, pre-screening and on-boarding.

Question 7: What do we mean by report? Discuss the significance, characteristics, structure and types of reports?

Ans:

A **Report** is a systematic, well organized document which defines and analyses a subject or problem. Reports are documents designed to record and convey information to the reader. Reports are part of any business or organization; from credit reports to police reports, they serve to document specific information for specific audiences, goals, or functions. The type of report is often identified by its primary purpose or function, as in an accident report, a laboratory report, a sales report, or even a book report.

Significance:

With the help of report writing, necessary judgments can be made in business. Report writing provides easy, updated and helpful details in a document.

Report writing helps us to improve the skills of designing, judgments and means of communication. Therefore these skills make a way to promote us.

Facts can be considered in a way that can be obtained naturally. That is why this type of presentation is verified with the help of a report because it examines and explores, calculates and many other things about any fact.

Report writing is very useful if we talk about the advancement and improvement of the professional.

In an organization that is fully based on a large scale, there might always have problem of labor which may result in complex situation, managers make a report.

No doubt a report writing plays a vital role to help the managers in planning, promoting, controlling and managing.

Structure:

Title:

The title needs to concisely state the topic of report. It needs to be informative and descriptive so that someone just reading the title will understand the issue of our report.

Abstract:

It is the first section to be read and should enable the last to be written. It should enable the reader to make an informed decision about whether they want to read the whole report.

Introduction :

In this section we explain the rationale for undertaking the work reported on, including what we have been asked to do , the reason for doing it and the background to the study. It should be written in an explanatory style.

Methodology:

State how we did our research/enquiry and the methods used. How did we collect our data? For example –if we conducted a survey, say how many people were included and how they were selected.

Results

This section has only one job which is to present the findings of our research as simply and clearly as possible. Use the format that will achieve this most effectively e.g. text, graphs, tables or diagrams.

Discussion

It brings everything together, showing how our findings respond to the brief we explained in our introduction. It should be written in discursive style. This is also the place to mention if there were any problem and how they were or could have been solved.

Conclusion and recommendations:

Our conclusion should be short section with no new arguments or evidence. Sum up the main points of our research- how do they answer the original brief for the work reported on?

This section may also include :

Recommendations for actions

Suggestions for further research.

Characteristics :

Precision: it provides the unity to the report and makes it valuable document for best usage.

Accuracy of facts: information contained in the report must be based on the accurate fact. Since decisions are taken on the basis of the report information, any inaccurate statistics will lead to wrong decision.

Relevancy: the facts presented in the report should not be only accurate but also be relevant.

Reader orientation : while drafting any report, it is necessary to keep in mind about the person who is going to read that. That's why a good report is always reader oriented. Readers knowledge and level of understanding should be considered by the writer of report.

It should use simple language, concisely written ,grammatically correct, clear and an attractive presentation.

Types :

(i) Formal or informal reports

Formal reports are carefully structured; they stress objectivity and organization ,contain much detail , and are written in a style that tends to eliminate such elements are usually short messages.

Informal reports are written in short messages in casual language.

(ii) Short or long report

It is based on the length of the report. A one page memorandum is obviously short and a report that run for twenty or even more pages is a long report .

(iii) Informational or analytical reports

Informational reports carry objective information from one area of an organization to the other. On the other hand, analytical reports present attempts to solve a problem .

(iv) Proposal report

The proposal is a variation of problem solving report. A proposal is a document prepared to describe how one organization can meet the needs of another organizations.

(v) Vertical or lateral reports

It refers to the direction a report travels. Reports that move upward or downward the hierachy are referred to as vertical reports. A report travelling in the units of the same organization are called lateral reports.

(vi) Internal or external reports

Internal reports travel within the organizations whereas the external reports are prepared for distribution outside the organization.

(vii) Periodic reports

They are issued on regular scheduled date. They are generally upward directed and serve management control. Plane printed forms in computer generated data contribute to the uniformity of periodic report.

Question 8: What is business proposal ?write the significance ,characteristics, structure, and types of proposals .

Ans:

A proposal is often designed as a plan or scheme that persuades its readers to accept the writer's idea. A proposal is a properly conceived idea or plan ,an action –oriented report. But it is different from report. In a nutshell, A proposal is a special type of analytical report designed to get products ,plans ,or project accepted by others.

Proposals dealing with any aspect of business, trade and commerce is called business proposal.

Significance:

A proposal is a persuasive presentation for the consideration of something :a merger, research grant and so on.

Proposal serve to improve the existing working conditions of an organizations.

Proposals can be made internally form one department to another.

Good proposals helps an organization to win financial return.

Proposals relating to research activities play a very significant role in the progress of an organization .

Characteristics:

A good proposal contains information which at once grips the attention of the person to whom the proposal has been sent. It should specify the scope.

The subject or the theme of a good proposal should be so worthwhile that it would rouse the interest of the person concerned who would consider the proposal indispensable.

The proposer highlights the benefits and advantage of the proposal which generates a desire to accept the proposal immediately.

Finally, a good proposal convinces the man concerned and he is provoked to take action .

Structure:

All good proposal have four important parts :

(a)Front matter:

It includes the following elements :

Cover page/title page: the title page of a proposal includes the title of the proposal ,the name of tone who is submitting proposal and the also the name of the individual of the company to whom the proposal is submitted.

(b)Table of content :in this prefatory part of the proposal ,table of contents should be given.

Executive summary or abstract: to provide a preview of the proposal , a brief summary of a proposal should be prepared.

(c)Technical section :

Proposer highlights mainly two things: problems and its solutions .

(d)Statement of problems: there should be the problem statement specifying about the issue. Moreover, it would explain the source of problem and also the possible solutions.

Purpose: the purpose should be clearly stated for example,

A proposal for reducing the turnover of field requirements.

A proposal to determine the job satisfaction of the current sales force.

Managerial section :the information relating issues like:

His educational qualification

His professional achievements

His experience in that specific area

Any other relevant information

(e)Financial section: It includes a chart of anticipated expenditure. It is mandatory to all sorts of proposals .this will persuade the reader and assure him of the success of the project.

Kinds of proposals:

(1)Business proposal :proposal dealing with any aspect of business , trade or commerce.

(2)Research proposal: proposals concerned with a project requiring scientific enquiry or systematic investigation .

(3)Technical proposals: proposals relating to the technical knowledge and skills .

The business proposals ,the research proposals and the technical proposals may further be classified to two broad categories;

(i)External proposal: a proposal written by a firm in order ot win contracts for work.

(ii) Internal proposal ;the writer prepares an internal proposal with a motive to convince a group in authority to allow him to implement his ideas .internal proposals are thus send within a company.

There is one more method to classify the proposal :

(i) Solicited proposal : when a proposal is written in response to an invitation from a firm or some government or non-government organization. In such form of proposals , the proposals receives a form from the firm inviting the proposals.

(ii) Unsolicited proposal: sometimes a person prepares a proposal about a problem. This type of proposal is developed by the individual ,without any external encouragement .

Question 9: What do we understand by impromptu speech? Discuss the strategies for successful impromptu delivery.

Ans:

The impromptu mode as the word suggests is what we use when we have to deliver an informal speech without preparation.

Strategies for successful impromptu speech are:

Don't panic and babble something in an unmethodical way.

Calmly state our topic and then preview the points we are to make.

Support our points with whatever examples, quotes , and anecdotes we recall at the time.

Briefly summarize or restate our points and conclude with a smile.

Be as brief as possible during impromptu presentations .

Question 10: Differentiate between academic and professional presentation.

Ans:

When it comes to an academic presentation, it obviously has to be more formal as compared to a professional presentation. This includes the usage of third person narrative in passive voice. On the contrary, when we give a professional presentation, we can be a little less formal, but more concise and clear. Also, we must use active voice in such presentations.

1. Our assignment makers feel that when we give an academic presentation, we can make use of long sentences or paragraphs. However, when we have to present ourselves professionally, we

ought to be direct and use short sentences to reduce the chances of our professional presentation being too cumbersome.

2. According to the experts of our assignment writing services, we can showcase our command over vocabulary while giving academic presentations. However, when we give a professional presentation, we need to be specific so that everyone can get our idea in a jiffy. For this, try restricting the use of heavy vocabulary.

Question 11: Discuss the essential steps for delivering an effective presentation.

Ans:

1. Practise

The more familiar we are with our material the more we will be able to inspire our audience's trust and confidence. Do more than practise reading through your material to ourselves. If possible, stand up in a room and deliver our presentation to the walls. Get used to hearing our own voice filling a room. Familiarise ourselves with the words and phrases in our presentation. Play around with different volumes and see how well we can hear our own voice. Above all, familiarise ourselves with the main thrust of our argument and explore how the individual elements of our presentation piece together. This will help us to keep to our chosen objectives and avoid distractions when it comes to our actual delivery.

Reading

Reading tends to focus our thoughts on our notes, thus losing contact with our audience. Reading can also reduce our voice to a monotone, removing energy and enthusiasm from our delivery. Directly addressing our audience is much more engaging.

Learning

Learning is fine until we lose our way; for example, a member of the audience asks a question or our overhead projector bulb blows. Always have some form of notes to keep we on the right track. Also, if we over learn our notes we might lose a sense of energy and enthusiasm. Always work for a sense of confident spontaneity.

2. Assert ourselves

An effective presenter needs to be assertive, not aggressive. There are two important Ps.

Posture

It is important to appear confident at all times. Different postures create different moods. A very formal, upright and still posture will create a very different atmosphere from a relaxed and active one. Remember to match our physical behaviour to the objectives underpinning our presentation. If we want to be either formal or informal, make deliberate choices about our physical style and stick to these.

Presence

Have the confidence to fill our space in front of an audience. Avoid apologising for our presence by saying “sorry” (although we must be polite if circumstances so demand— e.g. the session is running over time, or the microphone has stopped working). Also, avoid physical apologies by hiding behind a desk or lectern. We must be confident that the audience wants to listen and that we have something interesting to tell them. Don’t be afraid to wait for an audience to settle down before we start speaking or to ask for quiet if this does not happen.

3. Make contact with our audience

One of the key challenges faced by the presenter is to establish links with her/his audience (a poor presenter appears to be speaking to an empty room). Making contact helps to maintain an audience's interest and encourages them to believe that we are genuinely interested in talking to them. We can make contact with our audience in a number of ways, including:

- eye contact;
- gestures;
- spoken contact;
- our use of language.

Eye contact

Eye contact is part of everyday communication and an audience can feel uncomfortable if they are denied it. Making eye contact with individuals gives them a sense of involvement in our presentation and helps to convey our objectives on a personal level. Make sure that we share eye contact with all members of a small audience and all areas of a large audience. Regularly shift our focus around the room, not so that we look nervous, but to help involve as many people as possible in our talk.

A handy tip: if we can’t make eye contact in a large group, don’t look at the floor or ceiling (this looks like boredom or rudeness). Try looking at people’s foreheads. The people sat around them will read this as eye contact even if the individual won’t.

Gesture

People use their arms and hands in every day conversation to add emphasis or to help describe events. Presenters will therefore look rather awkward if they keep their hands in their pockets or rooted firmly at their sides. Use gestures to welcome our audience, to add emphasis to our main points or to indicate an ending. Try to use open gestures which move away from our body, extending them out to our audience. This helps to break any audience/presenter divisions. Make sure that all gestures are controlled and precise; too much movement will appear nervous and unfocussed. Always watch against distracting our audience from the content of our presentation. We should continually be trying to find ways to help them listen and understand.

Spoken contact

Acknowledge our audience by making verbal contact with them. At the beginning of our talk ask if they can see and hear we, or check that lighting and sound levels on audio-visual equipment are satisfactory. During our presentation, ask rhetorical questions that we can then answer (e.g. “How do we know this was true?” or “So, what does this prove?”). At the end of our talk give the audience an opportunity to ask questions or to clarify detail— this encourages them to take ownership of our material.

The use of questions is an important tool. Questions involve our audience’s mind in a more stimulating way than simply asking them to sit and listen to our talk. Draw an audience in with clear, focused questions.

Language

Our use of language is particularly important in developing and sustaining a relationship with our audience. Try using language that involves our audience. For example, asking questions such as “What can *we* learn from this?” or “How did *we* arrive at this conclusion?” involves our audience in an exploratory process or discussion. When looking at visual aids, introduce them by saying “If *we* look at this slide we can see that ..” or “This slide shows *us* that...”. Use language that is welcoming and involving throughout our presentation.

4. Use our voice

Our voice is a very flexible and powerful tool. We can use it in many different ways by varying the:

- volume;
- pace;

- pitch.

Volume

Make sure that our voice is loud enough for our audience to hear clearly. Speaking too loudly or too quietly can make it difficult for our audience to follow our presentation. Listen to people speaking in normal conversation. They tend to raise or lower their volume for emphasis. For example, they may speak loudly when giving an instruction but softly when apologising. To add energy to our presentation, use these colourful changes to our best advantage: a conspiratorial whisper can draw an audience in; a loudly spoken exclamation can make them sit up and listen.

Pace

Make sure that the speed of our delivery is easy to follow. If we speak too quickly or too slowly our audience will have difficulty following our talk. To add life to our presentation, try changing the pace of our delivery. A slightly faster section might convey enthusiasm. A slightly slower one might add emphasis or caution.

Pitch

The pitch of our voice also varies in day to day conversation and it is important to play on this when making a presentation. For example, our pitch will raise when asking a question; it will lower when we wish to sound severe.

Play around with the volume, pace and pitch of our voice when practising our presentation. Find different ways of saying the same sentence. Explore different ways of adding emphasis to our main points. Always try to convey enthusiasm and energy through our use of our voice.

5. Breathe

Always remember to breath steadily and deeply. If we are anxious about making a presentation our breathing will become fast and shallow. This will affect the quality of our voice and our ability to speak clearly for extended periods of time. Try to take a few deep breaths before we make our presentation, making a conscious effort to slow our breathing down and taking in more air with each breath. During our presentation, use pauses after questions or at the end of sections to allow comfortable breathing patterns. Don't be afraid to slow down the pace of our presentation if our breathing becomes uncomfortable.

6. Drink

It is a good idea to have some liquid to hand to quench our thirst if we are speaking for a long time. However, be careful not to gulp ice-cold water before we go on as this constricts our throat and affects the quality of our voice. Drink a warm (not hot) cup of tea to relax our throat and ease our speaking voice.

And finally ... a note about humour

Only use humour if we know it will work. Humour needs to be relaxed and confident - if used badly, it will only heighten senses of awkwardness and anxiety if these are already present. Use humour if we know we can and if we feel it is appropriate to do so.

Question 12: Define kinesics. Discuss the various attributes of body language and their role in effective communication.

Ans:

Kinesics is the study of the body's physical movements. In other words, it is the way that body communicates without words, i.e., through various movements of its parts as is well said by Watzlawick and his associates, 'we cannot communicate', we communicate just by being. Nodding our head, blinking our eyes, shrugging shoulders, waving the hands, and other such physical activities are all forms of communication. Some kinesic behaviour are deliberately intended to communicate as when we nod our head for acceptance. Understanding non-verbal cues will develop our ability to use them more effectively during our presentation.

Kinesics helps in effective communication as it helps to improve our body language and interaction quality. It helps to know what our personal appearance helps in our effective communication. It helps in learning the facial expressions while speaking to a particular vs to a community. It helps in maintaining eye contact, proper posture, and effective gesture through out the whole communication process. Thus these little things makes our lectures or interaction effective and efficient. And hence of course kinesics is helpful for advancing our communication skills.

Kinesics include : personal appearance ,gesture ,facial experience and eye contact.

They help to express ourselves most efficiently and effectively.

Question 13:What are the various paralinguistic features?

Ans:

Paralinguistic features are the non- verbal vocal cues that help us to give urgency to our voice. Our voice is our trademark ;it is that part of ourselfthat adds human touch to our words. It includes:

Quality

Quality is the characteristic feature that distinguishes one voice from another. Some people have sweet and mellifluous voice others may have alluring ,deep and harsh quality of voice. However ,this is something that we can't work upon.

Volume

Volume is the hardness or softness of the voice. If our volume is too high we may sound boorish and insensitive, whereas when it is too low we may convey an impression of timidity ,which has no place in the business world. One way to improve our voice is by reading aloud.

Pace/ Rate

Rate is the number of words which we speak per minute. It varies from person to person. The normal rate is 120 to 150 words per minute. If our rate is more than this we may not be understandable to people .on the other hand , if it is loour then we may sound boring .

Pitch

It refers to the number of variations per second of our voice. The rise and fall of the voice conveys various emotions .

Pitch is also influenced by air supply. We should use a variety of pitches to hold listener's attention

Accent

Accent is a peculiar to and individual, location or a nation. To learn the right pronunciation we must watch native speakers in action .it should not look like the effected accent.

Rhythm

English is a rhythmic language. Rhythm refers to the timing pattern .there are two features that effect the rhythm :sentence stress and connected speech.

Question 14: What is the purpose of group discussion in the recruitment process? How could it serve as assessment tool for the employees?

Ans:

Group discussion refers to a communication situation that allows its participants to share their views and opinions with other participants.

Purpose of group discussion

Understanding of subject: during a group discussion it is being constantly assured how deep knowledge is about chosen topic and how well we are aware of each aspect of topic .

Assertiveness:It is assessed that how deep our knowledge is about the topic and how confidently put in front of others.

Team work: while working in an organization it is very important to work as a part of a team in a given project of any assignment.

Willingness to take initiative: this skills play a very important role in professional and personal life. Employers highly regard it .they want that we just do not stick to our own work but also should be able to take extra initiative when required.

Listening skills: we should learn to listen not to reply back, but pay full attention to what the other person is trying say.

Leadership qualities: group discussion demonstrates clearly who amongst is taking the lead and who is passive contestant. A good learner gives entire discussion a good direction and take it forward whenever it is deviating from the main topic.

Communication skills: as communication is medium of expressing our thought it is more important in today's interactive world.

Question 15: Elaborate the process of speech generation.

Ans:

Choosing an appropriate pattern : as a speaker the first thing that one has to do is to structure one's speech. Before the speech delivered formally, the speaker has to decide the pattern in which the idea will be put in front of the audience.

Selecting an appropriate method : in public speaking not only the pattern but also the method of delivery matters a lot all such methods have their own relative advantages and disadvantages.

Art of persuasion: speech making is a creative process by which the speaker intends to influence the audience with his or her ideas. To be able to achieve this ,the speaker have to keep their speech well planner ,properly sustain ,adequately convincing and unquestionably relevant to the needs of audiences to understand, appreciate and possibly follow his line of thought .

There are some points in order to make ideas persuasive.

Research the topic thoroughly

Use proper data and figures to sound convincing.

Keep an audience oriented approach

Employ personal examples to establish support with the audience

Create a verbal imagery to leave the desired impact on audience.

Use language suited to the occasion

Making speeches interesting : in the professional world ,number of speech are delivered everyday. Most of these are forgotten as soon as they are completed because most of them lack the quality of arising and sustaining the interest of audience. In the entire world in public speaking situation, the toughest challenge that a speaker actually faces is to be able to make his /her audience listen to his/her speech .therefore, keeping our audience interested in us is an art that needs to be carefully developed and gradually inculcated in our speech making efforts.

Question 16: What is Contextualization in learning?

Ans:

Contextualization is putting items into a meaningful and real context rather than being created as isolated items of language for language manipulation practice only. Contextualising language tries to give real communication to language that learner meet.

Example:

Teaching the language used to give advice by looking at problem pages from magazines give the target language context.

How to contextualise

Contextualisation is achieved by including; modifying or substituting text within units of competency and usually within the range of statement or evidence guide .it is about providing training and assessment that is specific to enterprise .

It is a proven concept that incorporates the most recent research in cognitive science .it is also a reaction to essentially behaviour theories that have dominated American education for many decades.

Building upon this understanding contextual learning theory focus on multiple aspects of any learning environment ,whether a classroom ,laboratory or a worksite. It encourages education to choose and design learning environment that incorporate many different forms of experience in working towards desired learning outcomes. In such environment ,student discover meaningful relationship between abstract ideas and practical application in context of real world the concepts are internalized through process of discovering , reinforcing and relating .