EDU SERUMX COLLEGE OF COMMERCE and MANAGMENT

SYLLABUS

Class: - B.B.A. IstYear

Subject: - Communication Skills

Unit	Topics
Unit 1	- Historical Background of Communication - Definition and Process of Communication - Essentials of Effective Communication - Barriers to Communication - Role of Communication in Organizational Effectiveness
Unit 2	- Public Speech: Composition Principles - Speech Delivering Skills - Group Discussion: Do's and Don'ts - Communication in Committees, Seminars, and Conferences
Unit 3	- Non-Verbal Communication: Meaning, Types, and Importance - Listening - Difference between Listening and Hearing
Unit 4	- Business Correspondence - Essentials of Effective Business Correspondence - Structure of Business Letter - Types of Business Letter: Enquiry, Reply, Orders, Complaints, Circular Letter
Unit 5	- Drafting of Notices - Agendas - Minutes - Job Application Letters - Preparation of Curriculum Vitae

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Introduction

The word **communication** comes from the Latin word "communis," which means "common." **Business** refers to any activity aimed at making a profit. Therefore, **business communication** is the process of sharing information within a business or between the business and others.

Definition

Communication is about sharing information and understanding between people. According to Keith Davis, it's defined as conveying information. **Wikipedia** says that communication involves how people relate to each other. **Wilbur Schramm** emphasizes that communication is something people actively do.

Meaning

Communication is described as the flow of information, perception, and understanding among different people. In business, it refers to the exchange of information either within the organization or with outsiders.

Objectives & Purpose of Communication

The main goals of business communication can be split into **Internal** and **External** functions:

1. **Internal Objectives:**
   - Informing management and employees.
   - Coordinating efforts within the business.
   - Boosting employee morale by clarifying their roles.
   - Achieving business goals through effective information sharing.
   - Supporting decision-making.
2. **External Objectives:**
   - Selling products and services.
   - Maintaining relationships with suppliers and customers.
   - Keeping the organization dynamic and responsive to changes.
   - Providing advice and training to customers.

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Historical Background of Communication

Communication has always been essential for human interaction. Here's a brief history:

- **Ancient Communication:**
    - Early humans used speech, symbols, and cave paintings to share ideas.
    - Pictograms and ideograms evolved to express complex ideas.
- **15th and 16th Century:**
    - Before this time, communication was mainly verbal and handwritten.
    - The invention of the printing press by Johannes Gutenberg in the 1400s allowed for mass production of written materials, greatly improving the spread of information.
- **17th Century:**
    - Newspapers emerged in 1690, providing a way to share news widely, shaping the modern communication model of sender and receiver.
- **18th Century:**
    - The public postal system was established, improving mail delivery efficiency and personal communication.
- **19th Century:**
    - The invention of the electric telegraph and telephone made long-distance communication faster and more personal.
- **20th Century:**
    - Radio and television became major information sources.
    - Mobile phones and text messaging emerged, changing how we communicate.
- **21st Century:**
    - The rise of the Internet and digital communication tools, such as email and social media, revolutionized how we share information.
    - Video conferencing and smartphones became common, making communication faster and more convenient.

Importance of Business Communication

- **Persuasion:** Effective business communication helps persuade customers to buy products or services.
- **Goal Orientation:** Clear communication helps businesses meet their objectives.
- **Feedback Control:** Good communication allows businesses to adjust strategies based on customer feedback.
- **Improving Relations:** Effective communication fosters cooperation and understanding, enhancing productivity.
- **Reputation:** Maintaining clear communication is essential for building a good reputation with customers and partners.

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Principles and Nature of Communication

What is Communication?
Communication is the process of sharing meaningful messages. It is a natural part of life, just like existing itself. We constantly communicate, whether we realize it or not. For example:

- A baby cries to express hunger.
- A dog barks to alert its owner of a stranger.

In businesses, which are made up of people, communication is essential for sharing information through systems like Management Information Systems (MIS) or Decision Support Systems (DSS).

Why is Communication Important?
Communication is vital for human interaction. It helps us express feelings, exchange information, and work together towards common goals, especially in organizations. Without effective communication, departments within a company cannot collaborate effectively. Additionally, communication links a business to the outside world. Thus, it is considered the foundation of any successful organization.

Effective communication is also crucial for personal success. A survey revealed that excellent communication skills are among the top traits of successful managers.

Communication as the Lifeblood of Business
In a business, effective communication is essential for carrying out various tasks and ultimately earning profits. Without it, a business may fail. Here are key points to illustrate why communication is so important:

- **Multiple Participants**: Communication involves several people.
- **Essential Messages**: There must be a message, whether it's an order, instruction, or information about plans and policies.
- **Two-Way Process**: Communication is not just one-sided; it requires interaction.
- **Motivational Purpose**: The goal of communication is to inspire a response.
- **Types of Communication**: It can be formal (controlled) or informal (less controlled).
- **Communication Flow**: It can happen vertically (up and down the organization), horizontally (between departments), or diagonally (across different levels and departments).

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The Seven Cs of Communication

To overcome barriers in communication, consider the **Seven Cs**:

1. **Consideration**: Always think about the receiver of your message. Focus on their interests and needs, not just your own. For example:
   - **We Attitude**: "I'm pleased to announce extra classes."
   - **You Attitude**: "You can clarify your problems in the extra classes."
2. **Clarity**: Ensure your message is clear and easy to understand. Use simple words and short sentences.
3. **Completeness**: Provide all necessary information so the receiver understands the message fully. Answer any questions they may have.
4. **Conciseness**: Keep your message brief and to the point. Avoid unnecessary repetition.
5. **Correctness**: Use correct grammar and accurate words. Make sure your language is appropriate for the situation.
6. **Concreteness**: Be specific and use solid facts or figures instead of vague language. This helps the receiver understand exactly what you mean.
7. **Courtesy**: Use polite language and maintain a respectful tone. Avoid offensive or discriminatory language.
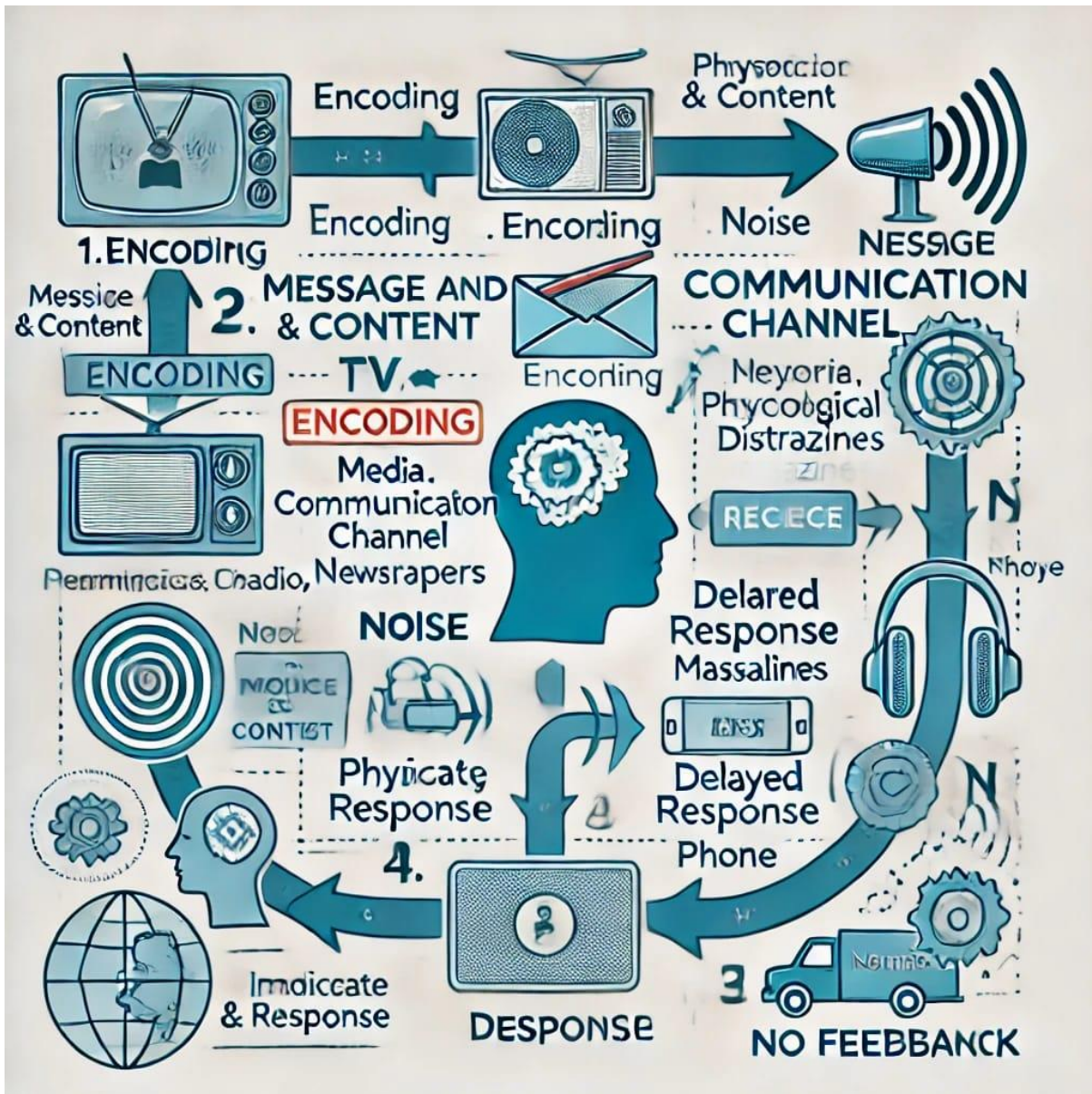
Elements in Communication

Here are the essential elements involved in the communication process:

1. **Sender**: The person who sends the message. For instance, in an advertisement for a brand like "Pantaloons," the brand itself is the sender.
2. **Encoding**: This is the process of turning thoughts into symbols, such as words or images. For example, using visuals and headlines in an ad to convey a message.
3. **Message**: The actual content being communicated. This includes visuals, text, and any other elements that carry the message.
4. **Media**: The channel through which the message is sent. For instance, an advertisement in a magazine is a form of print media.
5. **Decoding**: The process by which the receiver interprets the message. For example, when a viewer sees an ad and understands its meaning.
6. **Receiver**: The person who receives the message. In our example, this could be a reader of the magazine who sees the ad.
7. **Response**: The reaction of the receiver to the message. This could be positive (like considering a purchase) or negative (like doubting the claims made in the ad).
8. **Feedback**: This is the information returned to the sender about how the message was received. Positive feedback could be an increase in sales after an ad campaign.

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PROCESS OF COMMUNICATION

The process of communication involves two or more persons participating through a medium that carries the information or message for a particular purpose which is mutually understood by both the sender and receiver. Only when these conditions are fulfilled, a significant communicative situation will take shape

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Understanding the Receiver in Communication

Who is the Receiver?
The receiver is anyone who sees or hears a message. When they get a message, they start to decode it.

What is Decoding?
Decoding is the process of figuring out what the message means. After receivers interpret the message, they respond in some way, showing how well they understood it and whether they found it convincing.

What is Feedback?
The response from the receiver is called feedback. This feedback goes back to the sender of the message and tells them how well the message was received.

The Context of Communication

Communication happens in a specific setting where many other things are happening at the same time. For example:

- Competing brand advertisements.
- People passing by.
- A phone ringing.
- Thoughts and distractions in the receiver's mind.

These extra elements are known as **noise**. Noise includes any interference or distractions that can make it harder for the message to be sent and understood correctly.

Feedback and Measuring Communication Results

What is Feedback?
Feedback is a crucial part of two-way communication. It's when the sender waits for the receiver's response before deciding what to say next and how to say it. This response shows how well the sender communicated the message as they intended. Without feedback, communication is incomplete and ineffective.

Why is Feedback Important?
Based on feedback, the sender can:

- Change how they present the message.
- Decide to stop the message entirely if it's not working.

In other words, feedback is essential for effective communication.

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Types of Feedback

1. **Informal Feedback:**
   This happens in everyday situations, like conversations between teachers and students or among colleagues.
2. **Formal Feedback:**
   This occurs during structured situations, such as written assessments or official reviews.

Understanding Feedback

Feedback is essentially the observation of how the receiver responds to the message. It's the part of the receiver's reaction that is communicated back to the sender. This response helps the sender assess how effective their message was.

Definitions of Feedback:

- According to Bartol & Martin: "Feedback is the receiver's basic response to the interpreted message."
- According to Bovee & Others: "Feedback is a response from the receiver that informs the sender how the communication is being received in general."
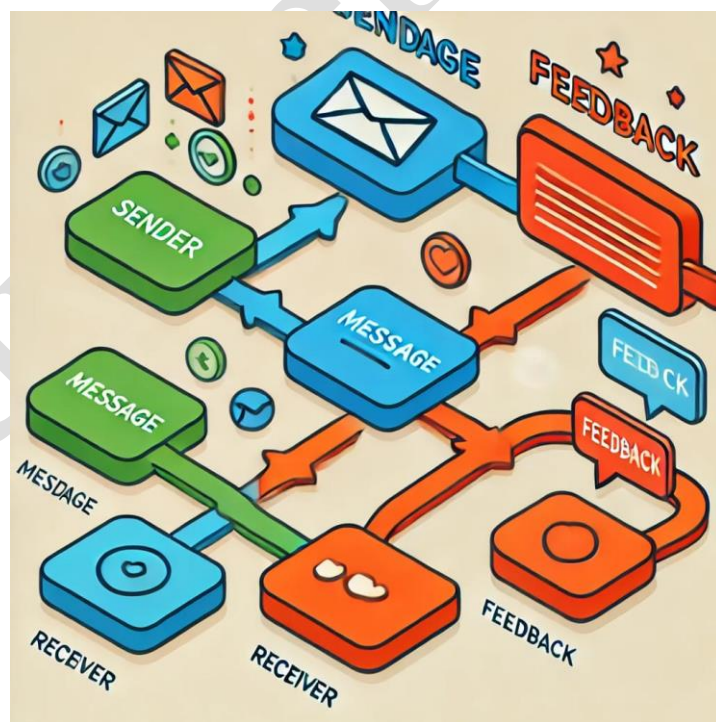
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Importance of Feedback

1. **Problem Solving:**
   Feedback is essential for two-way communication. It helps the sender understand how the receiver feels or thinks, which is crucial for solving problems.
2. **Democratic Approach:**
   Feedback promotes a democratic style of communication. It encourages receivers to participate and share their opinions, making the communication process more inclusive.
3. **Effective Communication:**
   Feedback confirms whether the message was understood correctly. It helps the sender know if their communication was successful or if it needs improvement.
4. **Identifying Improvement Areas:**
   Feedback provides valuable information to the sender about their message. This input helps identify what needs to be improved in future communications.
5. **Better Understanding:**
   Feedback helps the sender understand the receiver's views and opinions. With this better understanding, the sender can decide on the next steps.
6. **Creating Healthy Relationships:**
   One-way communication often fails to build strong relationships, especially in workplaces. Two-way communication, supported by feedback, helps lower-level employees feel comfortable expressing their concerns and ideas.
7. **Effective Coordination:**
   Feedback facilitates better coordination within an organization. Different departments can share updates and progress through feedback, which helps in successfully completing tasks or projects.
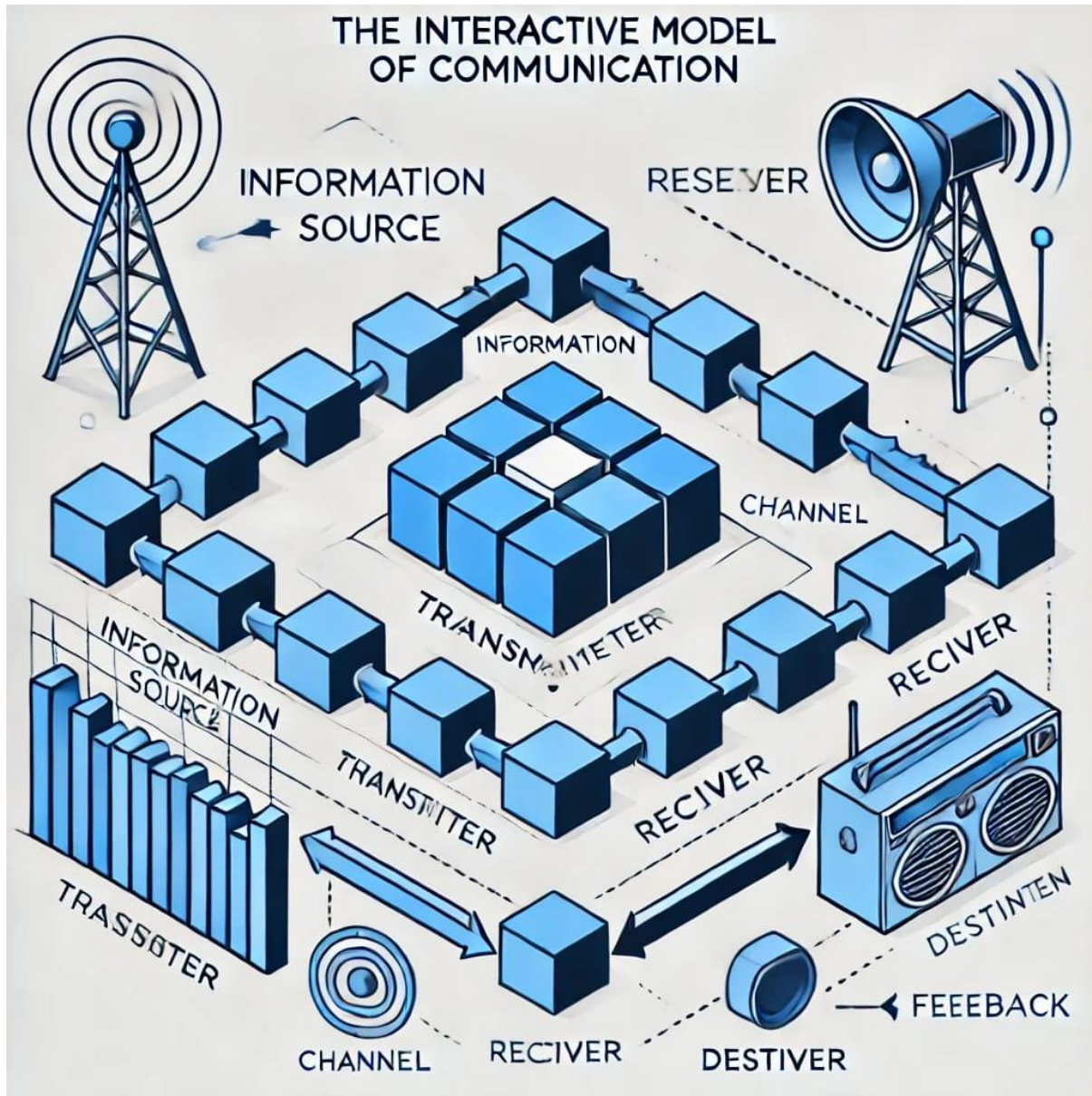
COMMUNICATION MODELS

SHANNON WEAVER MODEL

In 1948, Shannon was an American mathematician, Electronic engineer and Weaver was an American scientist both presented this model. It was specially designed to develop the effective communication between sender and receiver. Also they find factors which affecting the communication process called "Noise". At first the model was developed to improve the Technical communication. Later it's widely applied in the field of Communication.

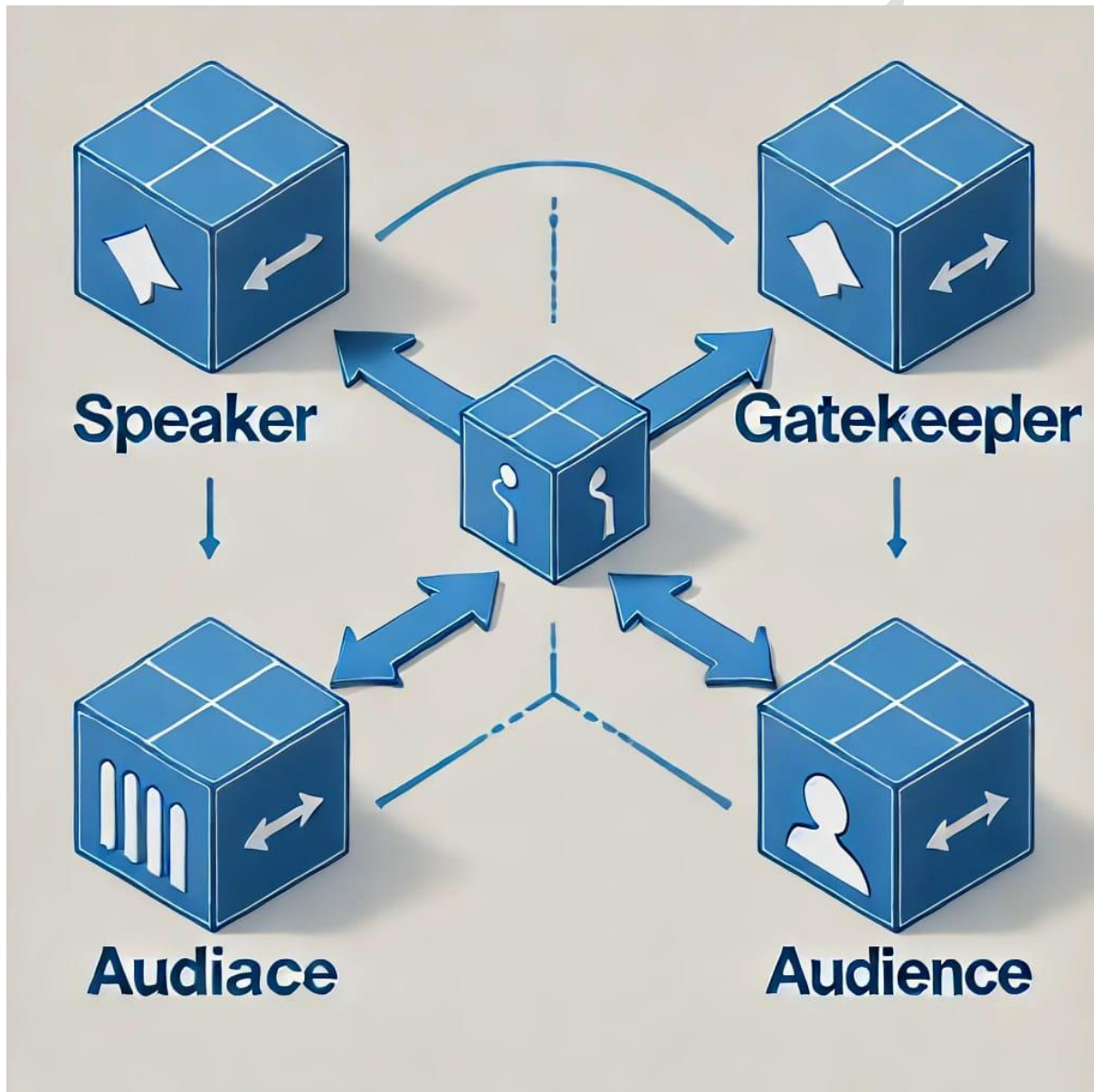# EDU SERUMX COLLEGE OF COMMERCE and MANAGEMENT
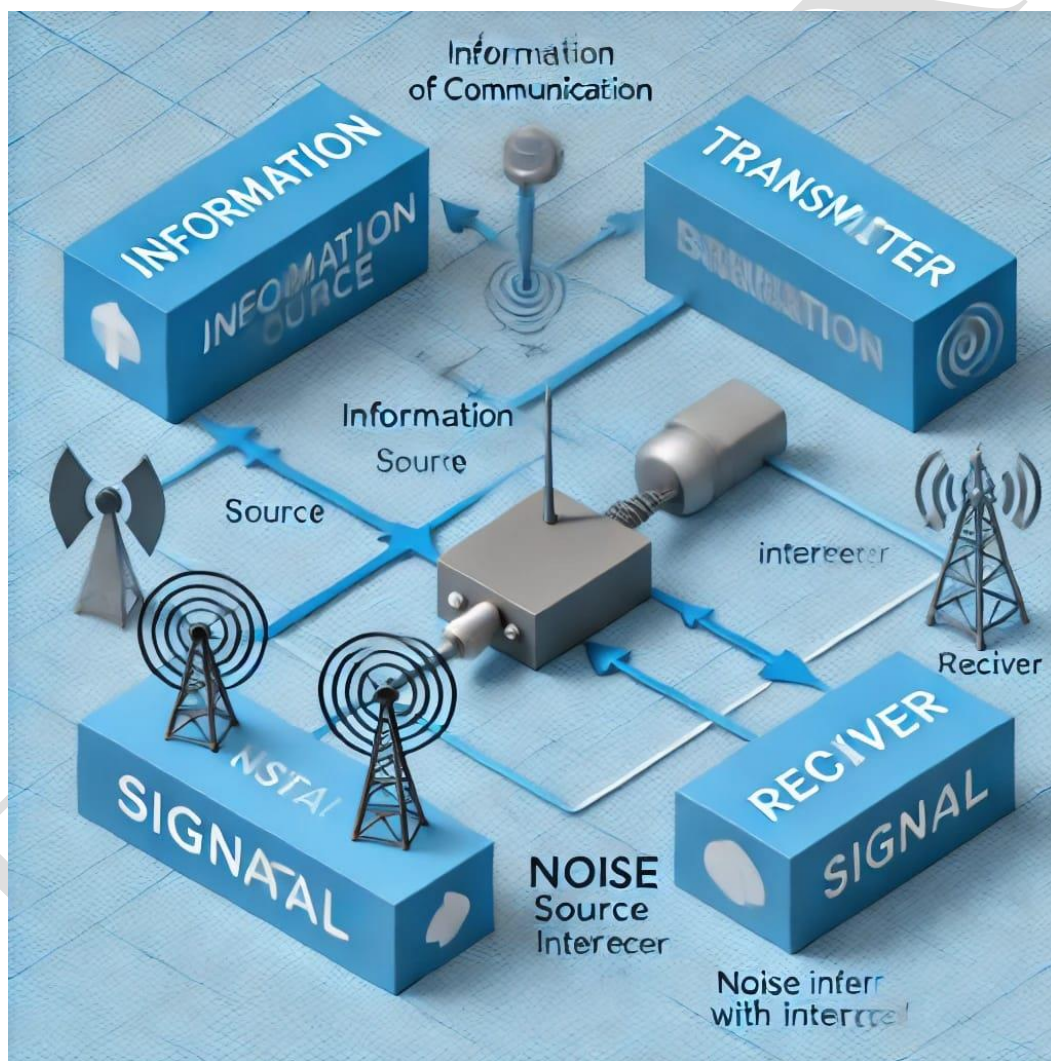
INTERACTIVE MODEL

With slighter change in Shannon weaver model, the interactive model can me developed. Feedback is an avoidable stage in communication by introducing this phase to the above model we get interactive model of communication which is as follows.

THE INTERACTIVE MODEL OF COMMUNICATION

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INTERMEDIARY MODEL

An intermediary model of communication was developed by Katz and Lazarsfeld in 1955. it focuses on the important role held by the intermediaries in the communication process. Many of these intermediaries have the ability to decide and influence the messages, the context and ways in which they are seen. They often have the ability, to change messages or to prevent them from reaching an audience.

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TRANSACTIONAL MODEL

The transactional model of communication takes into account noise or interference in communication as well as the time factor. The outer lines of the model indicate that communication invalves both systems of communicators and personal systems. It also takes into account changes that happen in the fields of personal and common experiences. The model also labels each communicator as both sender as well as receiver simultaneously. There is this interdependence where there can be no source without a receiver and no message without a source. Communicators depends on factors like background, prior experiences, attitudes, cultural beliefs and self-esteem

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Types of Communication Models:

1. **Linear Models**: These are simple, one-way communication models. Information moves in a straight line from sender to receiver without feedback.
2. **Interactional Models**: These models include feedback, meaning the receiver can respond to the sender, making communication a two-way process.

Aristotle's Model

Aristotle's model is one of the earliest, explaining communication with three basic elements:

- **The Speaker**: The person delivering the message.
- **The Speech**: The content or message being shared.
- **The Audience**: The people receiving the message.

Shannon and Weaver Model

This model, developed by engineers Shannon and Weaver, focuses on the technical parts of communication. It's like a system with five main parts:

1. **Information Source**: Where the message originates.
2. **Transmitter**: Changes the message into signals for transmission (like a microphone or telephone).
3. **Channel**: The path the signals travel on (like airwaves or cables).
4. **Receiver**: Converts the signals back into a message.
5. **Destination**: The person or device intended to receive the message.

They also added four more components:

- **Message**: The actual content being communicated.
- **Transmitted Signals**: Signals sent by the transmitter.
- **Received Signals**: Signals as received at the other end.
- **Noise Source**: Anything that interferes with the message during transmission (like static on a phone line).
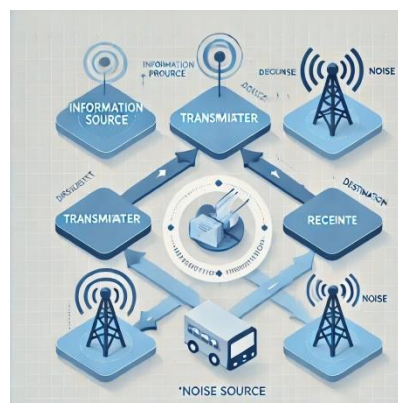
The degree of difference in meaning between the sender and the receiver is accounted for by noise. The mathematical theory of communication is also used in developing the information and computer science.

David K. Berlo's Model

Berlo's model is of basic importance in developing other communication models and for Identifying elements of communication. Berlo's process theory has contributed a great deal to the subject of communication.

The following nine components are included in his model:

• **A Source**	• **A Encoder**
• **A Message**	• **A Channel**
• **A Received**	• **A Decorder**
• **A Meaning**	• **A Feedback**
• **A Noise**	

Fig. David K. k Berlo's Mold

Harhold D.Lasswell Model

The communication process of Lasswell, in its broader analysis, gives rise to four basic and important questions. They are Who? What? Whom? Which? The behavioural aspect of the sender in the communication process is wellestablished by Lasswell. But his model ignores the essential elements of the communication process.

WHO   IN
Sender   MEDI
SAYS   A
wAtur   10 WHOM
                             RECEIVE
                             R

INTERPERSONAL ORINTERACTIONALMODEL

The Interpersonal or Interactional Model of communication explains how people exchange information in a way that is back-and-forth, like a conversation. Instead of just one person sending a message and the other person receiving it (like in a one-way process), this model shows how both people send and receive messages at the same time.

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1. Message or idea or stimulus
2. Sender or transmitter or communicator
3. Encoding
4. Channel
5. Medium
6. Receiver
7. Decoding
8. Action or behaviour change
9. Feedback

Essentials of Good or Effective Communication – C's of Communication

☐ **Clarity**: Make sure your ideas and message are clear before you start communicating.

☐ **Information**: Every message needs to have useful information, though not all information is a message.

☐ **Completeness**: Give all the necessary details so the receiver fully understands the message.

☐ **Attention**: Capture the receiver's interest so they focus on the message.

☐ **Consistency**: Avoid contradictions in your message; it should align with previous messages.

☐ **Simplicity**: Use simple, clear language without extra, confusing words.

☐ **Follow-Up**: Make sure your message was understood by checking back.

☐ **Actions Match Words**: Show through actions that you mean what you say.

☐ **Be a Good Listener**: Listening to others carefully is key to good communication.

☐ **Credibility**: Build trust so people believe in what you're saying.

☐ **Context**: Consider the environment or situation when communicating.

☐ **Content**: Make sure the message has meaning and value to the receiver.

☐ **Audience Understanding**: Adjust your message to fit the audience's knowledge or skills.

☐ **Channels**: Choose the best way to communicate based on what works for the audience.
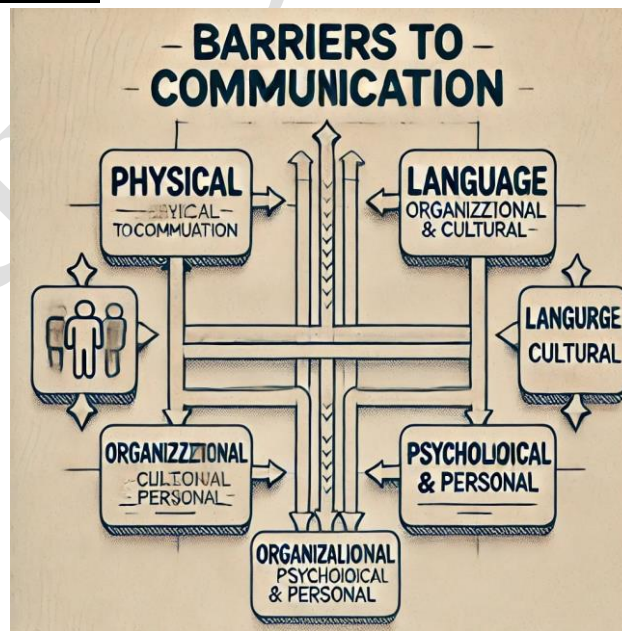
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Barriers to Communication

INTRODUCTION - Even with a good communication system, problems (or barriers) often happen. These barriers can make it hard for the receiver to understand the sender's message. Successful communication means the message is understood clearly by the receiver. Here are some common barriers that can prevent this:

1. **Noise**: Background sounds that make it hard to hear or focus.
2. **Emotions**: Strong feelings (like anger or sadness) that affect how messages are received.
3. **Lack of Planning**: When the message is sent without clear thought or structure.
4. **Filtering Information**: Choosing only certain parts of the information, which may leave out key details.
5. **Assumptions**: Assuming the other person already knows or understands something.
6. **Transmission Loss**: When parts of the message are lost or changed as it's passed on.
7. **Goal Conflict**: Different goals between sender and receiver can lead to misunderstandings.
8. **Cultural Differences**: Differences in background, language, or beliefs can cause confusion.
9. **Offensive Style**: A rude or aggressive tone can make people ignore or misunderstand.
10. **Social & Psychological Barriers**: Personal beliefs, prejudices, or attitudes that affect understanding.
11. **Time Distance**: Delays or different time zones make communication harder.

Barriers to Communication

Types of Barriers

1. **Physical Barriers**: These are physical obstacles that make communication harder.
   - Examples: Large workspaces, closed doors, noise, long distances, timing issues, or too much information at once.
2. **Language Barriers**: Misunderstandings happen due to the words or language used.
   - Examples: Using words that have multiple meanings (like "present" can mean "gift" or "to show").
3. **Cultural Barriers**: Different cultures see things in unique ways, which can cause confusion.
   - Examples: Differences in values, body language, social norms, use of time and space, voice tone, and dressing styles.
4. **Organizational Barriers**: These are issues within a company that make communication hard.
   - Examples: Complex structures, strict rules, status differences, poor facilities, and the wrong choice of channels (like email instead of face-to-face).
5. **Psychological, Emotional, or Personal Barriers**: Personal feelings and attitudes affect communication.
   - Examples: Fear, mistrust, selective listening, lack of focus, emotional reactions, feeling defensive, resistance to change, status differences, self-centeredness, and group loyalty that rejects different ideas.

How to Overcome Communication Barriers

1. **Simplify Messages**: Use clear, meaningful language.
2. **Listen Patiently**: Take time to fully understand others without rushing to conclusions.
3. **Avoid Assumptions**: Don't jump to conclusions before hearing the full message.
4. **Be Brief and Direct**: Keep messages short and to the point.
5. **Pay Attention to Tone and Gestures**: Be mindful of how you speak and your body language.
6. **Encourage Feedback**: Check if your message is understood.
7. **Build Trust**: Communicate openly to create trust.
8. **Use Face-to-Face Talks**: When possible, communicate in person for a more personal connection.
9. **Focus on Expressing, Not Impressing**: Keep the goal on understanding rather than showing off.
10. **Communication Audit**: Regularly review and improve communication methods.
11. **Add a Personal Touch**: Show that you care about the receiver's feelings and views.

UNIT-2

Public Speech

Public speaking has immense power—it can inspire, encourage, or even change people's minds. It can calm a crowd or make it more intense. For instance, in Shakespeare's play, **Antony used his speech skills to rally the Roman people against Brutus and Cassius** after the death of Julius Caesar. Similarly, **Nehru's speech, "The Light has Gone Out," after Gandhi's death** expressed the deep national sorrow, moving people across India.

In the business world, public speaking is just as important. A **salesman makes small, informal speeches** to persuade customers. **The better his speaking skills, the better he can sell**. A touring agent, who goes from place to place to book orders, also relies on speech to succeed. But there are also formal occasions—like company meetings, inaugurations, and seminars—where managers and business leaders must give structured, planned speeches.

CHARACTERISTICS OF A GOOD SPEECH
1. It is clear.
2. It is like an informal talk.
3. It is vivid and concrete.
4. It is brief.
5. It is interesting.
6. It is audience-oriented.

PROFILE OF A GOOD SPEAKER

1. **Shows Enthusiasm and Interest:** A good speaker is lively, enthusiastic, and genuinely interested in the topic. They see their audience as real people, making an effort to engage them in the subject.
2. **Speaks with Sincerity:** A good speaker doesn't talk just to show off or impress. Instead, they communicate with sincerity and purpose.
3. **Values the Audience's Time:** A responsible speaker values the audience's time, making sure what they say is worth listening to.
4. **Respects Other Speakers:** They respect others on the program by sticking to their allotted time, allowing everyone to speak without taking up extra time.
5. **Respects the Topic:** A good speaker stays focused on their topic and doesn't wander into unrelated areas.
6. **Displays Leadership:** A speaker should be confident, make eye contact, and speak with authority, embodying a leader's qualities.
7. **Keeps Composure:** A good speaker stays calm and doesn't let over-enthusiasm or nervousness affect their delivery.
8. **Maintains Balance:** They stay grounded and balanced in their speech, avoiding extremes.
9. **Has a Sense of Humor:** Humor helps to keep the speech lively and engaging, making the message more enjoyable.

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Steps to Develop Public Speaking Skills

Public speaking can be intimidating, but with practice and attention to a few key areas, anyone can improve. Here are essential activities for building strong public speaking skills:

1. **Choosing the Right Topic:** Pick a subject that interests both you and your audience.
2. **Knowing the Audience:** Understand who you're speaking to, so you can tailor your message to their interests and needs.
3. **Researching and Planning:** Gather reliable information and organize your main points thoughtfully.
4. **Structuring the Speech:** Arrange your speech in a clear, logical order for easy understanding.
5. **Choosing the Right Words:** Pay attention to both your verbal and non-verbal language.
6. **Building Confidence:** Practice to overcome fear, and keep improving your confidence in front of an audience.

Choosing a Topic

- **Assigned Topics**: Sometimes, you'll be given a topic, often related to your expertise.
- **Finding Your Own Topic**: If not assigned, consider these three things:
  - Your background and knowledge
  - What interests your audience
  - The occasion or event for the speech

2. Understanding Your Audience

- **Before the Speech**: Learn about your audience's characteristics:
  - **Size**: Larger audiences usually need a more formal speech.
  - **Demographics**: Consider age, gender, education, and experience to tailor your speech.
- **During the Speech**: Pay attention to how your audience reacts (feedback). This helps you adjust your message as you go along.

3. Researching and Planning

- Use various sources for information.
- Create a detailed outline (speech brief) that includes:
  - **Introduction**: Importance and history of the topic, key arguments for both sides.
  - **Body**: Present arguments with supporting evidence, citing sources.
  - **Conclusion**: Summarize both sides and present a strong closing message.

4. Organizing Your Speech

- Break down your topic into parts and organize them logically.
- Decide how you'll present:
    - **Extemporaneous**: Prepare and practice, but don't memorize everything.
    - **Memorized**: Try to remember key points, but use notes as a backup.
    - **Reading**: Be cautious, as it can sound dull unless done well.

5. Crafting Your Words

- **Non-Verbal Communication**: Remember that body language is part of your message.
    - **Appearance**: Dress appropriately and be well-groomed.
    - **Posture**: Stand confidently and be aware of your body position.
    - **Walking**: Move with purpose; too much movement can distract.
    - **Facial Expressions**: Use them to convey emotion and connect with the audience.
    - **Eye Contact**: Maintain moderate eye contact to show engagement and sincerity.
    - **Gestures**: Use natural gestures to emphasize points but avoid distracting movements.
    - **Voice**: Vary your pitch, speed, and volume to keep interest. Avoid monotonous speech.

6. Building Confidence

- **Confidence**: Prepare well to feel secure in your knowledge.
- **Sincerity**: Be genuine; people appreciate honesty.
- **Thoroughness**: Know your subject deeply, but don't overwhelm your audience with too much information.
- **Friendliness**: Show warmth and approachability to connect with your audience.

7. Overcoming Barriers

- **Fear**: It's normal to feel nervous; practice can help reduce anxiety.
- **Feeling Inadequate**: Everyone can improve; public speaking skills can be developed.
- **Poor Preparation**: Make sure you're well-prepared to avoid issues.
- **Memory Lapses**: Practice helps reinforce your memory of the speech.
- **Lack of Confidence**: Regularly speaking in public can help build your confidence over time.

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What is a Group Discussion (GD)?

- **Purpose**: Used by organizations to assess candidates after a written test.
- **Participants**: Usually consists of 8 to 10 candidates, all of whom are equal.
- **Time Limit**: Typically lasts 20 to 30 minutes.
- **Seating**: Arranged in a circle, candidates are seated in ascending order by roll number.

Key Strategies for a GD

1. **Get the Group's Attention**:
   - Start speaking to the person opposite or the last speaker.
   - Make connections with those who haven't been included.
2. **Your Objective**:
   - Once you have the group's attention, share your points effectively.
3. **Language**:
   - Use simple, clear English—avoid complex or fancy language.
4. **Body Language**:
   - **Posture**: Sit up straight and show enthusiasm.
   - **Gestures**: Use natural movements, avoiding excessive hand use.
   - **Eye Contact**: Engage with as many participants as possible while speaking.

Skills Assessed in a GD

- Leadership qualities
- Participation level
- Analytical and problem-solving skills
- Oral communication
- Team spirit
- Listening skills
- Body language and interpersonal behavior
- Decision-making abilities

What Do Selectors Look For?

- Contributions to the discussion
- Knowledge of the topic
- Effectiveness in communication
- Listening skills and respect for others
- Positive body language
- Leadership and teamwork
- Focus on the topic

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Do's in a GD

- **Listen**: Pay attention to others; take notes if needed.
- **Participate Early**: Join the conversation at the beginning.
- **Be Confident**: Speak with assurance.
- **Stay Relevant**: Keep your points on topic.
- **Add New Ideas**: Try to bring fresh perspectives.
- **Ask Questions**: Clarify unclear points from others.
- **Maintain Dignity**: Use respectful language, even in disagreement.
- **Guide the Focus**: Redirect if the discussion strays off topic.
- **Use Positive Body Language**: Show interest and confidence.
- **Conclude Well**: Wrap up your points effectively.

Don'ts in a GD

- **Be Restless**: Don't show impatience when others speak.
- **Stay Silent**: Avoid long periods of silence.
- **Negative Body Language**: Keep your body language open and positive.
- **Use Abusive Language**: Avoid offensive remarks or gestures.
- **Interrupt**: Let others finish speaking before you respond.
- **Impose Views**: Don't force your opinions on others.
- **Get Upset**: Stay calm even if someone disagrees.
- **Deviate**: Stick to the assigned topic.
- **Take It Personally**: Keep discussions professional.
- **Give Orders**: Don't direct others; collaborate instead.
- **Speak Aimlessly**: Don't talk just to fill silence.

Committees

Definition: A committee is a group of people who work together to discuss and solve problems that are too complex for one person to handle alone. They combine different ideas and expertise to make better decisions.

Principles of a Committee

1. **Size**: Committees should have about 5 to 10 members, depending on the task.
2. **Clarity**: Roles, responsibilities, objectives, and duties must be clearly defined.
3. **Agenda**: Prepare and share the meeting agenda at least a week in advance.
4. **Relevance**: Only include problems that need a group's input; simple issues should be handled individually.
5. **Time Management**: Start and end meetings on time.
6. **Focus**: Stay on topic to avoid wasting time.
7. **Collaboration**: Work together cooperatively.
8. **Communication**: Share recommendations and updates with relevant parties.
9. **Dissolution**: Dissolve the committee once its purpose is fulfilled.

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Types of Committees

1. **Standing or Permanent Committee**: Ongoing, deals with continuous issues in complex organizations.
2. **Temporary Committee**: Formed for specific, short-term problems.
3. **Control Committee**: Has full authority to act on issues.
4. **Discussion Committee**: Provides advice but cannot take action.
5. **Advisory Committee**: Suggests actions to executives but cannot act on its own.
6. **Educational Committee**: Shares information about company policies and projects.

Advantages of a Committee

1. **Expertise**: Combines knowledge from multiple experts.
2. **Coordination**: Helps departments work together on projects (like product development).
3. **Policy Making**: Useful for setting broad policies and plans.
4. **Reduced Workload**: Helps lighten the management's responsibilities.
5. **Innovation**: Good for brainstorming and generating new ideas.
6. **Cooperation**: Fosters teamwork among different personnel.
7. **Appointments**: Assists in filling job vacancies.
8. **Training**: Provides learning opportunities for younger employees.

Limitations of a Committee

1. **Speed**: Committees can be slower than individuals in making decisions.
2. **Decision-Making**: They may take too long to reach conclusions.
3. **Responsibility**: Executives might avoid taking responsibility by relying on committees.
4. **Accountability**: No single person is responsible for committee decisions.
5. **Compromise**: Decisions may reflect compromises rather than true feelings or opinions.

Conference

A **conference** is a large meeting where people come together to discuss common topics, learn from each other, and share ideas. It can include anywhere from 10 to 500+ participants, sometimes divided into smaller groups for focused discussions. Conferences bring people together from different organizations and fields, allowing them to exchange knowledge and experiences. Unlike committees, conferences don't have specific tasks to complete. Instead, any insights or conclusions are included in a report shared with all attendees afterward.

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Types of Conferences and Their Purposes

1. **Academic Conference**: Researchers or professors meet to share findings or conduct workshops.
2. **Business Conference**: People in the same industry gather to discuss trends and opportunities.
3. **Trade Conference**: Includes business professionals and the public, with networking and workshops.
4. **Unconference**: A more open, flexible conference where everyone is knowledgeable on the topic, and there's no single leader.

Additional Conference Types

- **Symposium**: An informal meeting with refreshments and entertainment.
- **Seminar**: Educational, focused on learning about a specific topic.
- **Workshop**: Hands-on experience with activities and limited speaking time.
- **Round-Table Conference**: Small group discussion on specific topics, like politics or business, with everyone seated in a circle.

Organizing a Conference

1. **Planning**: Detailed preparation is crucial. This includes knowing the purpose, budgeting, and booking the right venue.
2. **Venue**: Most companies choose an external venue, like a hotel conference room, which can include discounted accommodation for guests.
3. **Scheduling**: Confirm the date, time, and attendance of speakers, vendors, and special guests.
4. **Invitations**: Design and send out invites, agendas, and brochures, and record responses to estimate attendance.
5. **Logistics**: Book flights, accommodation, and transport for key attendees and arrange event materials.

The rules of thumb when choosing a venue are as follows:

Choosing the Right Venue

1. **Technology & Wi-Fi**: Check if there's Wi-Fi and tech support for all attendees. This includes projectors, speakers, and microphones.
2. **Climate Control**: Make sure there's air-conditioning or heating, depending on the season.
3. **Extra Rooms**: See if there's a separate room for meetings or a stage area for speakers.
4. **Food**: Ensure the venue has catering for snacks and meals, ideally with a private dining space.
5. **Parking & Security**: Make sure there's plenty of parking and good security.

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Conference Preparation

- **Detailed Schedule**: Plan the order of events, speaker times, and meal breaks.
- **Volunteer Help**: Train volunteers to guide attendees, answer questions, and ensure everyone knows the schedule.
- **Supplies**: Have basics like pens, name tags, and seating arranged. Set up a registration table for check-in and fee collection.
- **Refreshments**: Arrange for water, tea, and coffee to be available throughout.

Seminar

A seminar is a small group discussion where someone presents research or a topic. After the presentation, the audience can ask questions and share thoughts. It's a mix of a presentation and a group discussion. A chairperson introduces the speaker, manages questions, and wraps up the session.

Importance of Seminars

Seminars bring experts together to share knowledge and experiences. They allow for meaningful discussions, and the findings or ideas presented are often published for a wider audience. Good preparation, speaking skills, and clear communication are key to a successful seminar.

How to Make a Seminar Effective

Each person involved plays an important role:

1. **Organizers' Role**:
   - Plan the date, place, and topic in advance.
   - Publish information and invite participants ahead of time.
   - Arrange any equipment needed, like projectors or microphones.
   - Set up seating and provide refreshments like tea or lunch.
2. **Speaker's Role**:
   - Prepare thoroughly with research from reliable sources.
   - Make the talk informative and engaging, using visuals like slides.
   - Stick to the time limit.
   - Answer as many questions as possible.
   - Thank the audience for listening.
3. **Chairperson's Role**:
   - Briefly introduce the topic and the speaker.
   - Make sure the speaker stays within the time limit.
   - Open the floor to questions after the talk.
   - Keep discussions respectful and focused on the topic.
   - Summarize the main points and thank everyone at the end.

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4. **Audience's Role**:
   - o Be seated before the seminar starts.
   - o Listen carefully and take notes on key points.
   - o Don't interrupt the speaker.
   - o Ask relevant questions after the talk.
   - o Stay until the seminar ends.

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UNIT-3

INTRODUCTION

Non-verbal communication means sharing information without using words. It includes things like facial expressions, eye contact, touch, tone of voice, and even body language, like how close you stand to someone or your posture.

People start learning non-verbal communication right after they're born, and they keep practicing and improving it throughout their life.

Non-verbal communication is used for several reasons:

1. Words can't always fully express meaning.
2. Non-verbal signals can be very strong.
3. Non-verbal messages often seem more honest.
4. They can show feelings in a subtle way.
5. Using non-verbal cues helps share complex ideas.

Researchers say only 7% of a message is shared through words, while the other 93% is sent through non-verbal cues.

The study of body movements related to speech is called *kinesics*, which includes things like eye contact, facial expressions, and body language.
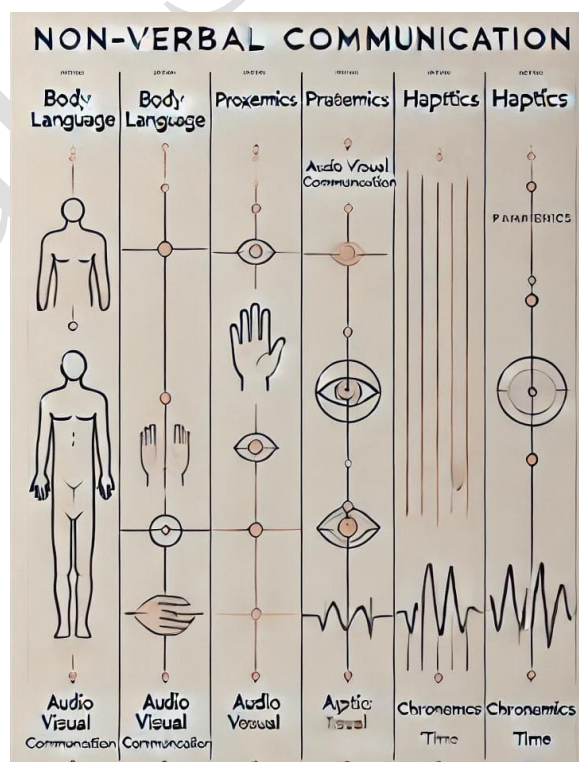
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The Role of Different Parts of the Body language in Communication is as Follows –

Body Language

Body language is how we use our face, eyes, hands, and posture to communicate without words. It helps us express emotions and makes our message stronger.

1. **Facial Expressions**: Our face shows our emotions clearly. It can show how we feel while speaking and also shows how the listener feels about what is being said.
2. **Eye Contact**: Eye contact can show interest, attention, or involvement. The study of eye contact in communication is known as "oculesics."
3. **Gestures**: These are body movements, like hand or arm movements, nodding, or even eye rolls. They add meaning to our words.
4. **Posture**: How we sit or stand can show our level of interest, status, and feelings toward the person we're communicating with.

Advantages of Body Language:

- It's easy to understand.
- It supports and strengthens verbal communication.
- It adds life to the conversation.

Paralanguage

Paralanguage refers to the voice elements that add emotion and meaning to what we say. It includes:

- **Pitch, Volume, and Tone**: These affect how our words are understood.
- It can be used both intentionally and unintentionally.
- The study of these voice elements is called "paralinguistics."

Audio Signs

These are sounds that convey a message without words or images, like:

- Sirens, train horns, and alarms. These sounds are universally understood without explanation.

Visual Signs

These are symbols or images that represent a meaning. Examples include:

- Emojis or symbols used in texting or emails to show emotions

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Listening:

"When you listen to people more generously to people, they can hear the truth in themselves, often for the first time"

Rachel Naomi Remen

Listening vs. Hearing

- **Hearing**: A passive act where we detect sounds. It's automatic and doesn't require effort.
- **Listening**: An active process that involves paying attention, processing information, and understanding meaning.

Types of Listening

1. **Discriminative Listening**: Basic listening where we distinguish between sounds or recognize differences in tone or emotional cues.
2. **Biased Listening**: Hearing only what we want, often influenced by personal stereotypes or expectations.
3. **Evaluative Listening**: Critical listening where we analyze and judge the content, often used to form opinions or decisions.
4. **Appreciative Listening**: Listening for enjoyment or personal satisfaction, like listening to music or poetry.
5. **Sympathetic Listening**: Listening to show care and support, sharing in the other person's emotions.
6. **Empathetic Listening**: Going beyond sympathy to understand and share the other person's feelings.
7. **Therapeutic Listening**: Listening to help someone understand or resolve their problems, often used in counseling.
8. **Relationship Listening**: Used to build or maintain relationships by actively listening and responding.
9. **False Listening**: Pretending to listen without actually paying attention.
10. **Initial Listening**: Focusing on the first few words, then planning a response rather than listening fully.
11. **Selective Listening**: Hearing only certain parts of the message that interest us.
12. **Full Listening**: Engaging fully to understand all aspects of what's being said.
13. **Deep Listening**: Listening for the underlying message, picking up on body language, emotions, and values.

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Importance of Listening

- Listening is essential for building relationships, feeling accepted, and understanding ourselves and others.
- It's important for learning and development and has become crucial with the rise of spoken media.

Poor Listening Habits to Avoid

1. Judging the topic as uninteresting
2. Criticizing the speaker or delivery
3. Becoming distracted by minor details
4. Listening only for key points, ignoring context
5. Faking attention
6. Creating or tolerating distractions
7. Tuning out difficult content
8. Letting emotions derail the message
9. Ignoring the difference in speed between thought and speech

Reasons for Poor Listening

1. **Mental Overload**: We can process words faster than most people speak, which leaves room for our minds to wander.
2. **Passive Listening**: Not actively engaging with the message.
3. **Physical Environment**: Noisy or uncomfortable settings can disrupt focus.
4. **Personal Distractions**: Lack of sleep, hunger, or illness can impact concentration.
5. **Unfamiliar Language**: New terms or concepts can make listening harder.
6. **Preconceived Ideas**: Judging the speaker or topic beforehand can create bias and limit understanding.

Barriers to listening

1. **Physiological Barriers**: Physical issues like hearing problems, memory issues, or rapid thinking. We process words faster than people speak, so our minds may wander.
2. **Physical Barriers**: Environmental distractions like loud noises, uncomfortable settings, or information overload can interrupt focus.
3. **Attitudinal Barriers**: Personal issues, stress, or the belief that we know more than the speaker can block engagement and openness.
4. **Wrong Assumptions**: Assuming listening is passive or that only the speaker is responsible for communication can weaken the listener's role in a conversation.
5. **Cultural Barriers**: Differences in accents, language, and cultural attitudes toward listening (like valuing silence over speaking) can create misunderstandings.
6. **Gender Barriers**: Men and women often listen differently. Women tend to listen for emotions, while men often focus on content and facts.
7. **Lack of Training**: Listening is a skill that must be learned and practiced. In cultures where active listening isn't emphasized, this can be a barrier.

8. **Bad Listening Habits**: Habits like pretending to listen or focusing only on facts without the overall message can lead to misinterpretation.

Overcoming Listening Barriers

- **Stay Focused**: If distracted, bring your attention back to the speaker.
- **Be Open**: Drop biases and be genuinely curious about others' views.
- **Ask Questions**: If something is unclear, clarify with the speaker.
- **Follow Good Listening Practices**:
    - **Stop Talking**: You can't listen while talking.
    - **Make the Speaker Comfortable**: Create a friendly space for open conversation.
    - **Show Interest**: Actively listen to understand, not to debate.
    - **Eliminate Distractions**: Avoid fidgeting or doing unrelated tasks while listening.

Difference between Listening and Hearing

Aspect	Hearing	Listening
Definition	The physiological process of perceiving sound.	The active, intentional process of understanding sounds and words.
Nature	Passive	Active
Involvement	Requires only ears and basic auditory sense.	Engages the brain, concentration, and often empathy.
Focus	Simply acknowledges the presence of sound.	Focuses on meaning, context, and intent of the message.
Purpose	Mostly unintentional, no specific purpose.	Intentional and often goal-oriented (to learn, understand, empathize, etc.).
Effort	Minimal effort; happens naturally.	Requires mental effort, attention, and interpretation.
Outcome	Limited understanding of the message.	Deep comprehension, retention, and response.
Example	Hearing background noise in a busy café.	Actively engaging in a conversation with someone at the café.

UNIT – 4

Introduction

Business communication is both written as well as oral. But written communication is very important aspect of business communication. When exchange of opinion is in written form, rather than by spoken words it is written communication. It is important to fix accountability and responsibility of people in organization. This requires much of paper work as it becomes the permanent means of communication. It helps in building goodwill of an organization.

Types of Written Business Communication

What It Includes: Written business communication involves documents like letters, memos, agendas, manuals, and reports.

- Management's decisions on company goals, policies, budgets, and procedures are usually written down.
- Writing is preferred when keeping records is necessary for future use or when many people need the information at once.
- Writing effectively requires good memory, creativity, observation skills, clear thinking, and strong language ability.
- Following the "K.I.S.S." rule (Keep It Short and Simple) is helpful to make sure the message is clear and achieves its purpose.

Concept of Written Communication in Business

Written communication is essential in business, much like water in our daily lives. Here's why it's so important:

1. **Too Many People for Face-to-Face**: Large organizations have too many people to communicate with one-on-one.
2. **Geographic Distance**: Employees may be spread across different places and can't always connect by phone.
3. **Defining Responsibility**: Written communication helps set clear boundaries of authority and responsibility.
4. **Essential Executive Role**: Writing on paper is a necessary part of an executive's job.
5. **Technology Hasn't Replaced It**: While technology like faxes and phones has changed the way messages are sent, the need for written communication remains strong.

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Advantages of Written Communication

1. Provides a record for future reference.
2. Useful for legal protection.
3. Ensures uniformity in policies and procedures.
4. Reaches a large audience.
5. Clear and accurate, reducing misunderstandings.
6. Gives lower-level staff security by documenting instructions.
7. Allows time to respond thoughtfully.
8. Helps create clear guidelines.
9. Maintains records for organizational growth.
10. Offers proof and evidence when needed.

Disadvantages of Written Communication

1. Hard to manage records; they can be damaged if not handled properly.
2. Ineffective for people with weak writing skills.
3. No instant feedback compared to face-to-face communication.
4. Expensive due to paper, printing, and staffing costs.
5. Can't quickly clarify or respond in real-time.
6. Lacks a personal touch, which may feel too formal.
7. Less private.
8. Time-consuming to create, maintain, and send out records.

Types of Written Communication

This includes reports, magazines, circulars, manuals, memos, newspapers, agreements, pictures, diagrams, graphs, orders, rules, regulation books, notice boards, telegrams, and telexes.

Importance of Written Communication in Business

1. Essential for sharing and receiving information.
2. Success depends on effective correspondence.
3. Clarifies policies and procedures.
4. Ensures clear message delivery.
5. Helps smooth operations with clear instructions.
6. Builds a strong impression on customers through well-drafted letters.
7. Connects the organization with customers.
8. Written communication supports consistent progress and growth.

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NEED OF BUSINESS LETTER

"Agoodlettercanpacifyanangrycustomerasmuchasbadonecanangerafriendlyone. Itmaysella new product or spoilthe salesof an established one."

• Making and/or soliciting enquiries; placing orders for goods; acknowledge and executing orders; granting or applying for credit; sending statements of accounts to debtors; requesting for settlement of accounts; complaining about delay or mistake in supply of goods, making adjustments for customers grievances; canvassing for the first new lines of goods or ideas; and a lot of such matters require communication.

• We need to write a business letter to maintain contacts with the external world including other businessmen, customers and government departments.

According to Gortside the 4 main reasons for writing business letters are:-

1. To provide a convenient and inexpensive means of communication without personal contact.

2. To give or seek information.

3. To furnish evidence if transactions entered into.

4. To provide a record for future reference.

Functions of a Business Letter:-

1. Widen Contracts:since it can reach anywhere, it is used to widen the area of operations.

2. Sharing information: it is used for sharing all big and small information's to the related organization.

3. Evidence of Contracts: it is used as alegal document.

4. Record and Reference: a business letterserves as a record for future reference.

5. Building Goodwill: in customer – company relationship, holding present customers and capturing new ones, reviving inactive accounts and inviting customers to buy one more and varied products.

6. Lasting Impression: it leaves a more durable impression on the reciever's mind than an oral message.

KINDS OF BUSINESS LETTERS
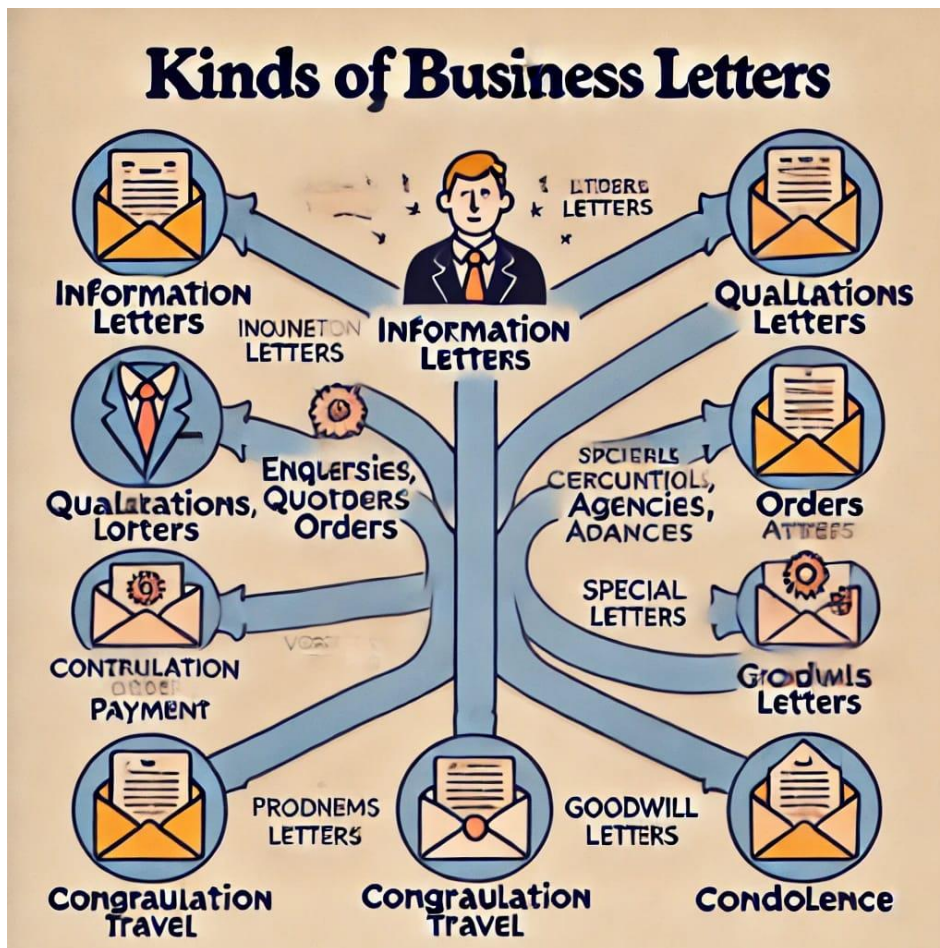
1. General Classification of Business Letters

- **Information Letters**: Share information, such as inquiries and responses, routine notices, and circulars.
- **Sales Letters**: Promote sales or services, like offers, sales promotions, and follow-ups.
- **Problem Letters**: Address issues or concerns, like complaints, overdue notices, and requests for adjustments.
- **Goodwill Letters**: Strengthen relationships, such as greetings, congratulations, thank-you letters, and condolences.

2. Approach-Based Classification

- **Direct Approach Letters**: Focus on delivering straightforward, positive information. Examples include newsletters, offers, promotions, inquiries, and orders.
- **Indirect Approach Letters**: Handle sensitive or negative topics. Examples are adjustment letters, refusals, and rejection letters.
- **Persuasive Letters**: Attempt to influence the recipient, like job applications (similar to sales letters), proposals, and service offers.

3. Official Classifications

- **Official Letters**: Sent to government or semi-government agencies or departments.
- **Demi-Official (D.O.) Letters**: Official in purpose but addressed to an individual by name.
- **Form Letters**: Routine and standardized, such as acknowledgments, reminders, interviews, notices, and appointments.

4. Departmental Classification

- **Personnel Department**: Handles job applications, interview calls, appointment offers, charge sheets, etc.
- **Purchase Department**: Sends out requests for quotations, invitations for tenders, orders, and complaint letters.
- **Sales Department**: Deals with sales letters, advertisements, and promotional materials.
- **Accounts Department**: Manages correspondence with customers, insurance agencies, and banks.
- **Administration**: Sends public notices, invitations, and official correspondence with government entities.
- **Public Relations**: Handles letters to the editor, press releases, and media-related communications.

5. Purpose-Based Classification

- **Enquiries, Orders, Complaints, Responses**: Deal with transactions and requests.
- **Sales Letters and Circulars**: Used to reach out to customers and promote offerings.
- **Job Applications and Resumes**: For recruitment and hiring processes.
- **Personnel Department Letters**: Include internal memos, recruitment, employee relations, and disciplinary actions.
- **Financial Letters**: Involve customer account information, insurance, and banking.
- **Administrative Letters**: Include public notices, invitations, and government-related communication.
- **Public Letters**: For press or media, like editorials or press releases.

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Essentials of an Effective Business Letter

1. **Simplicity**: Use clear and simple language that feels like a personal letter. Avoid stiff and overly formal language. For example:
   o "Thank you for your letter" instead of "We acknowledge receipt of your communication."
   o "We apologize for the delay" instead of "Please excuse the postponement."
2. **Conversational Style**: Make the letter sound friendly and natural, like a conversation. Modern executives prefer an interactive style rather than a formal tone. For instance:
   o "I hope you approve" instead of "It is anticipated you find it satisfactory."
3. **Clarity of Purpose**: Be clear in both your thoughts and words. Know what information you need to convey or seek, and express it directly.
4. **Public Relations**: Business letters reflect your company's image. Be mindful of how your letters may be perceived by others, as they help shape the company's reputation.
5. **You-Attitude**: Focus on the recipient's perspective. Use "you" instead of "I" or "we" to show interest in the reader. For example:
   o "Your order is ready" rather than "We have completed your order."
6. **Courtesy**: Stay polite and respectful, even in difficult situations. Avoid angry or confrontational language, as courteous letters encourage positive relationships.
7. **Persuasion**: Effective business letters often aim to persuade. Use persuasive language when needed to convey reasons or benefits.
8. **Sincerity**: Show genuine interest and sincerity in your message. This makes your letter feel trustworthy and believable to the reader.
9. **Positive Language**: Use words that create positive feelings. Avoid negative words like "sorry," "failure," or "loss," and replace them with positive language.
10. **Emphasis**: Place emphasis on key points. Begin and end the letter with the most important points for more impact. Use short, assertive sentences to make your message clear.
11. **Coherence**: Ensure the letter flows logically, connecting points smoothly. Use transition words to help the reader follow your message.
12. **Tactfulness**: Approach difficult topics with care. If sharing bad news, do so gently and indirectly to avoid negative feelings. Good news can be shared directly.
13. **Ethical Standards**: Always adhere to ethical guidelines. Be honest, respectful, and avoid any misleading or unethical statements.
14. **Cultural Sensitivity**: Be aware of cultural differences when writing to international recipients. Avoid slang, idioms, or phrases that may not translate well across cultures.

Styles of Typewriting Letters:

The layout of business letters depends on the choice of individual firm concerned. Yet, some common styles have been standardized and adopted over the years. The common styles of business correspondence are:

i. Indented Style
ii. Block Style/Fully Blocked Style
 iii. Semi-Block Style

Indented Style?

In the **Indented Style**, the start of each paragraph is slightly moved to the right, usually by 5 or 7 spaces. The rest of the paragraph lines are aligned with the left margin.

2. Details at the Top

The letter begins with the company's details, including things like:

- **GST Number**
- **Telephone Number**
- **Email Address**
- **Address**

These details go at the top to make it easy for the recipient to contact the sender.

3. Date and Reference Number

- The **date** is usually written under the company details.
- A **reference number** may also be included if needed, which helps track specific communications.

4. The Address of the Recipient

Below the date, you add the **recipient's address** (name and address of the company or person you're writing to).

5. Subject Line

- The **subject line** is a one-line summary of what the letter is about.
- In this example, it says: **"Non-payment of dues"**, letting the reader know it's about an unpaid balance.

6. Body of the Letter

In the body:

- Each **paragraph begins indented** (moved a few spaces to the right), which is where the style gets its name.
- The message is clear and to the point.
- This sample letter is a **polite reminder** about overdue payment, mentioning past reminders and giving a deadline.

7. Closing and Signature

- At the end, the letter has a **polite closing** like "Thanking you" or "Yours faithfully."
- The **sender's name, position, and company name** are also mentioned.

GST No:……..……   Telephone No: ……….. …

Tin No: ………. …………   Mobile No: ………………

E-Mail Id: ………………..   Fax No:………………

ASHOK ELECTRICAL COMPANY

26 Mount Road Chennai
Tamil Nadu

Ref. No. AEC/56/Accounts/2076   9th August ….

M/s R.K.Khanna & Sons
143, Asaf Ali Road
New Delhi-110002

Subject: Non-payment of dues
Dear Sir,

We regret to point out that we have written to you repeatedly, on 14th June, 26th June and again on 10thJuly, ….requesting to settle the balance account of Rs. 25,000/- (Twenty five thousand only) against supply of electrical goods vide order No. 36, but we have not received any response as yet.

In the above circumstances, we are compelled to advise you with great reluctance that unless our account is settled by 20th July we shall place the matter in the hands of our solicitors.

We trust that you will try to settle our account at the earliest.
Thanking you and hoping to hear from you soon.

Yours faithfully, for Ashok
Electrical Company

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- Block Style/Fully Blocked Style:

This type of letter style is now the most commonly used method of display for all business correspondence. It is thought to look very businesslike and sleek method. It is also known as the American Style of typewriting the letters. This layout simply means that every line is aligned flush with the left margin. No paragraphs are indented, no headings are centered – everything starts at the left set margin. Paragraphs are separated by leaving two lines blank between the two paragraphs.

A specimen of the Block Style of business letter is as under:

GSTIN: …………………   Mobile No: ………………

E-Mail Id: ………………..   Fax No: ………………….

ASHOK ELECTRICAL COMPANY

26 Mount Road Chennai

Tamil Nadu

Ref. No. AEC/56/Accounts/7657 9 th August,….
M/s R.K.Khanna & Sons
143, Asaf Ali Road
New Delhi-110002

Subject: Non-payment of dues
Dear Sir,
We regret to point out that we have written to you repeatedly, on 14th June, 26th June and again on 10thJuly, ….requesting to settle the balance account of Rs. 25,000/- (Twenty five thousand only) against supply of electrical goods vide order No. 36, but we have not received any response as yet.

In the above circumstances, we are compelled to advise you with great reluctance that unless our account is settled by 20th July we shall place the matter in the hands of our solicitors.

We trust that you will try to settle our account at the earliest.
Thanking you and hoping to hear from you soon.

Yours faithfully,
for Ashok Electrical Company
(Abhay Prakash) Accounts Manage

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Semi- Block Style:

Semi-Block Style is a combination of both the Indented Style and the Block Style. In this style, there is no indentation in the first line of each paragraph in the body of the letter. All the text of the paragraph is aligned to the left set margin. All the other parts of the letter are typed more or less in the same way as in the Indented Style. It gives a neat and balanced look to the letter, which is more popular. Paragraphs are separated by a double or a triple spacing. A specimen of the Semi-Block Style of business letter is as under:

GST No: ………………….   Telephone No: ……………..
Tin No: …………………..   Mobile No: …………………
 E-Mail Id: ………………..   Fax No: …………………..

ASHOK ELECTRICAL COMPANY

26 Mount Road
Chennai Tamil Nadu
Ref. No.AEC/56/Accounts/8765   9 thAugust, ….
Messrs R.K. Khanna & Sons 143,
Asaf Ali Road New Delhi-110002

Subject: Non-payment of dues
Dear Sir,
We regret to point out that we have written to you repeatedly, on 14th June, 26th June and again on 10thJuly, ….requesting to settle the balance account of Rs. 25,000/- (Twenty five thousand only) against supply of electrical goods vide order No. 36, but we have not received any response as yet.

In the above circumstances, we are compelled to advise you with great reluctance that unless our account is settled by 20th July we shall place the matter in the hands of our solicitors.

 We trust that you will try to settle our account at the earliest. Thanking you and hoping to hear from you soon.

Yours faithfully,
 for Ashok Electrical Company
(Abhay Prakash)
Accounts Manager

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Elements Structure of a Letter
1. Name and Address- Heading
2. Date of the Letter
3. Reference Number
4. Telephone/Fax/E-mail Numbers
5. Address-Inside
6. Attention to Someone (if necessary)
7. Subject of the Letter 8. Words of Honor/Salutation
9. Starting sentences
10. Body part
11. Closing sentences
12. Complementary close
13. Signature of Sender
14. Identification mark
15. Enclosure if Any

Explanatory Chart of Given Elements
Each element has its vital role in preparation of a letter, which can be easily understood by the following chart.

S. No.	Element	Particulars
1	**Heading**	Universal Publication Ltd, Singi Gali, Agra (U.P.) – The sender's name and address at the top of the letter, typically on the left or center.
2	**Date**	10 Feb. 2003 – Date the letter is written, usually placed below the heading.
3	**Reference Number**	Ex/Gen./101/03 – Unique code for tracking or referencing the letter in future correspondences.
4	**Contact Info**	Tel. No. – 91-0311-215425, Fax No. – 91-0311-215481, Email – universalpub@rediffmail.com – Provides ways for the recipient to reach out to the sender.
5	**Inside Address**	M/S M.B. & Sons, 101 Khajuri Bazaar, Indore (M.P.) – The recipient's address, written on the left. It may be visible in a transparent windowed envelope.
6	**Attention Line**	Kind Attention to Shri A.K. Bachchan – Used when a specific person needs to review the letter. Positioned two spaces below the inside address and above the salutation.
7	**Letter Subject**	Supply of T.V. Sets or Payment of bill of Rs. 10500/- – Helps the recipient understand the main purpose of the letter immediately, usually placed before the salutation.
8	**Salutation**	Words like "Dear Sirs" or "Dear Rajni Ji" – A respectful greeting; formal for business settings, informal for close relationships.

9	**Starting Sentences**	Introductory phrases such as "We have the pleasure to inform you…" or "Thank you for your letter…" – Sets the tone and introduces the purpose of the letter.
10	**Body Part**	Main content – Presents the details in an organized sequence: 1) Refers to previous communication, 2) Main message, 3) Expectation or intention.
11	**Closing Sentences**	Common endings like "We look forward to hearing from you…" – Wraps up the message, often with a call to action or polite close.
12	**Complementary Close**	Closing phrases like "Yours faithfully" or "Yours sincerely" – A polite way to end the letter, usually typed two spaces below the closing sentence.
13	**Signature of Sender**	Sender's handwritten signature, followed by their typed name – Confirms the letter's authenticity.
14	**Identification Mark**	Initials or unique marks – Identifies the sender, often useful for tracking within the sender's organization.
15	**Enclosure**	Lists attached documents, e.g., "Encl.: Invoice copy" – Informs the recipient of any additional documents included with the letter.

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SENDER'S ADDRESS

BUSINESS LETTER

DATE

DATE

DATE

SUBECION

SUBJECT

SALUTTION

SUBUCTON
SALUTTION

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STRUCTURE OF A LETTER

1. **Sender's Address (Heading)**
   - This is the address of the person or company sending the letter.
   - Placed at the top left, so the recipient knows where it's from.
2. **Date**
   - Shows when the letter was written.
   - Positioned below the sender's address to track when it was sent.
3. **Reference Number (Optional)**
   - A unique code for tracking, helpful if there are multiple letters on the same topic.
4. **Inside Address (Recipient's Address)**
   - Full address of the person or company receiving the letter.
   - Ensures it reaches the correct recipient.
5. **Attention Line (Optional)**
   - Use this if you need a specific person to read the letter.
6. **Subject Line**
   - States what the letter is about in one line.
   - Helps the recipient know the main purpose right away.
7. **Salutation**
   - A respectful greeting, like "Dear Sir/Madam."
   - Sets the tone for the letter.
8. **Body of the Letter**
   - **Opening Paragraph**: Begins with a friendly intro or reference to past communication.
   - **Main Content**: Clearly explains the purpose and details of the letter.
   - **Closing Paragraph**: Summarizes and may ask for a response or action.
9. **Closing Line**
   - A polite closing phrase like "Yours sincerely."
10. **Signature**

- The sender's signature and printed name, showing who wrote the letter.

11. **Identification Mark (Optional)**

- Initials of the sender, used internally for tracking.

12. **Enclosures (if any)**

- Lists additional documents included, like invoices or brochures.

Objectives of an Inquiry Letter in Business Communication:

An inquiry letter is written with specific goals, depending on the information needed. Here are some common objectives of an inquiry letter:

- To get the price of certain products
- To ask for a catalog or brochure
- To understand payment terms
- To check the past job records of an applicant
- To know if a person or business has good credit
- To request promotional materials or information packets
- To get a recommendation from a former employer
- To assess a business's financial strength
- To find out about a company's reputation
- To know about transportation options offered by the company
- To learn about a person's or company's social status
- To evaluate how well a person or company performs
- To learn about the quality of a product
- To check if an item is available
- To request a product sample, etc.

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Types of Inquiry Letters in Business Communication:

Inquiry letters can be different based on the purpose and who starts them. Here are the main types:

1. **Solicited Inquiry**
   - This is a letter sent because the seller advertised or promoted their product. It's the buyer's response to the seller's ad.
2. **Unsolicited Inquiry**
   - Here, the buyer sends a letter on their own, without any ad prompting it, usually to ask for specific information.
3. **Inquiry for Some Favor**
   - This letter is written not for goods, but for special information or a better deal, such as asking for a discount.
4. **Routine Inquiry**
   - A regular customer writes this letter as part of normal business, often to reorder or ask about products or services.

Reply Letter

A reply letter is sent in response to an inquiry. When someone receives an inquiry letter, they write a reply letter back to the sender. This letter provides the requested information, which may be positive (good news) or negative (unfavorable response). The reply letter addresses the questions asked and can help build or clarify the business relationship.

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Reply to a Personal Inquiry Letter

When replying to a personal inquiry letter, the response may include positive or negative information about a person. Regardless of the nature of the information, here are some key points that should be included:

1. **Acknowledgement of Inquiry**
   - Start by confirming that you received the inquiry letter.
2. **Details of the Person**
   - Include the name, address, and other details of the person being discussed.
3. **Specific Information**
   - Provide accurate and relevant information that was requested, whether positive or negative.
4. **Additional Helpful Details**
   - Offer extra information that could help the inquirer make a well-informed decision.
5. **Avoid Assumptions**
   - Stick to facts without including personal opinions or assumptions.
6. **Disclaimer Statement**
   - State clearly that you are not responsible for any consequences of future transactions with this person.
7. **Confidentiality Request**
   - Ask the inquirer to keep the information private.
8. **Offer Future Assistance**
   - Let them know you are open to providing more help if needed.
9. **Empathy if Negative**
   - If the information is negative, express regret or sympathy in a respectful way.
10. **Simple Language**

- Use clear and straightforward language to avoid confusion.

11. **Well Wishes**

- End with a polite message, such as wishing them business success, and thank them.

12. **Identification of Sender**

- Sign off with the name, position, and address of the person providing the information.

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Order Letter

An **Order Letter** is a formal letter sent by a buyer to a seller or supplier to purchase goods or services. It details what the buyer wants to order, including item descriptions, quantities, prices, delivery dates, and any specific instructions. Order letters are essential in business communication as they create a record of the buyer's request and terms of the order.

Key Elements of an Order Letter:

1. **Sender's Information**
   - Includes the buyer's name, address, and contact details, so the supplier knows where the order is coming from.
2. **Date**
   - The date the letter is written, which helps track when the order was placed.
3. **Supplier's Information**
   - Full details of the supplier or company where the order is being sent.
4. **Order Details**
   - A clear description of each item being ordered, including:
     - **Product name or ID** – to avoid confusion.
     - **Quantity** – exact number of units desired.
     - **Price per unit** – to verify total cost calculations.
     - **Total cost** – the final amount expected for the order.
5. **Delivery Instructions**
   - Specific details about how and when the buyer expects the delivery, including the delivery address, preferred delivery date, and any special packaging requirements.
6. **Payment Details**
   - Method of payment (e.g., bank transfer, credit card, etc.) and any pre-arranged payment terms.
7. **Additional Requests**
   - Any other instructions or terms that the buyer wants the supplier to follow, such as discounts, warranties, or return policies.
8. **Closing and Signature**
   - Polite closing statement, followed by the sender's signature, name, and title to authenticate the letter.

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Example of an Order Letter:

ABC Company Ltd.
123 Business Road
City, State, ZIP
Email: contact@abccompany.com
Phone: (123) 456-7890

Date: October 26, 2024

XYZ Supplies Inc.
789 Supplier Lane
City, State, ZIP

Subject: Order for Office Supplies

Dear XYZ Supplies,

Please find below the details of our order for office supplies. We request prompt processing and delivery by November 10, 2024, to our office at the address mentioned above.

Item Description	Quantity	Unit Price	Total Price
A4 Paper (500 sheets)	10	$10	$100
Ink Cartridges	5	$15	$75
Staplers	3	$8	$24
Total			**$199**

Payment will be made via bank transfer upon receipt of the goods. Kindly confirm the order and notify us upon dispatch.

Thank you for your cooperation.

Sincerely,
[Signature]
John Doe
Procurement Manager
ABC Company Ltd.

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Order Letter

An **Order Letter** is a request sent by a buyer to a supplier to purchase goods or services. When an order form isn't available, buyers write a letter with all details to avoid mistakes and ensure smooth processing.

Key Details to Include:

1. **Item Details** - Name, brand, quantity, color, size, etc.
2. **Shipping Information** - Where and when the buyer wants it delivered.
3. **Payment Method** - How the buyer plans to pay.

Letter of Quotation

A **Quotation Letter** is sent by a seller in response to a buyer's inquiry about products or services. It includes the prices, terms, and delivery details, helping the buyer decide.

Complaint Letter

A **Complaint Letter** is written by a buyer to a seller to address problems with an order, such as mistakes, damaged goods, or delays.

Types of Complaint Letters:

1. **Routine Complaint** – When it's a simple mistake that the seller will likely correct without issues.
2. **Persuasive Complaint** – When the buyer needs to convince the seller to fix something, even though they don't have to.

Common Reasons for Complaints:

- Wrong or damaged products
- Delays in delivery
- Mistakes in billing or packing

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Circular Letter

A **Circular Letter** is sent to many people at once to inform them of something important. It's an easy, fast, and cost-effective way to reach a large audience, like introducing a new product or sharing an update.

Benefits:

- Saves time and money by reaching many people with one letter.
- Builds interest and awareness about products or services.
- Helps increase customer confidence through clear and consistent messaging.

UNIT – 5

Notice of a Meeting

A **Notice** is a formal message informing the people who have the right to attend a meeting about its **date, time, location, and agenda (list of topics to be discussed)**.

To make the meeting legally valid, the **Notice**:

1. Must include the exact date, time, and place.
2. Should describe what will be discussed.
3. Needs to be sent to everyone entitled to attend.
4. Must be clear and without conditions.
5. Should be given well in advance as per the organization's rules.

Agenda

The **Agenda** is a list of topics that will be discussed during the meeting, such as:

1. Selecting a Chairperson.
2. Approving important company documents.
3. Appointing key roles like Directors, a Secretary, and Auditors.
4. Setting a date for the next meeting.

Minutes

Minutes are an official written record of the decisions and discussions that took place in a meeting. They help both who attended and those who missed it to understand what was discussed and agreed upon. Minutes should be clear, concise, and include:

1. Names of attendees.
2. Brief summaries of discussions.
3. Voting outcomes and decisions.

Types of Minutes:

1. **Narrative Minutes**: These are a brief summary of discussions, reports, and decisions.
2. **Resolution Minutes**: These only record the final decisions or conclusions, usually for more formal meetings.

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Drafting Minutes

To draft Minutes accurately, include:

1. Organization name and address.
2. Meeting date, time, and place.
3. Chairperson's name.
4. Names of participants.
5. Summary of discussions and resolutions.

Job Application Letters

A **Job Application Letter** is a message from a job seeker to an employer, explaining their interest in a job and why they are qualified for it. It is a way for the applicant to "sell" their skills.

Types:

1. **Solicited Application Letter**: Written in response to a job advertisement. The applicant tailors it to match the job's requirements.
2. **Unsolicited Application Letter**: Written voluntarily to an organization without a job advertisement. Here, the applicant emphasizes how they can meet the employer's needs.

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Application for Employment

To,
The Manager,
M. D. Jain Intermediate College,
Agra-282 002.

Sir,
This is with reference to your advertisement for the post of Principal in the Hindustan Times of 18th June, 2017. I feel I have the necessary qualifications and experience needed for this post.
Following is a brief resume of my qualifications and experience:

Name: R. K. Agrawal
Address: B-175, Kamla Nagar, Agra-5
Date of Birth and Age: 15th July, 1993, Age 24 years
Education Qualifications:
(i) High School Examination from U.P. Board in first division in 2008.
(ii) Intermediate Examination from U.P. Board in first division in 2010.
(iii) B.Com Examination from Agra University in first division in 2013.
(iv) M.Com Examination from Agra University in first division in 2015.
(v) B.Ed Examination from Dayal Bagh Institute in first division in 2016.

Subject Studied: Mainly Commerce - Accountancy, Business Organisation, Business Management, Statistics, Cost Account, Operations Research, Money and Banking.

Experience: Seven years teaching experience of Intermediate classes in Champa Agrawal Intermediate College, Mathura.

Extra-curricular Activities: Won many prizes in inter-college debate and sports; a player of cricket, volleyball, and badminton.

References:

1. Dr. R. C. Garg, Principal, C. A. Inter College, Mathura

2. Dr. D. S. Kurien, Principal, St. Johns College, Agra

I am a young man of good habits and possess a sound physique and good moral character. If appointed, I assure you, Sir, that I shall do my best to discharge my duties.

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Building a Resume

A **resume** is a document that highlights your qualifications, experience, and skills. It's crucial for job applications because it gives employers a first impression of you. Even if you're qualified, a poorly presented resume can reduce your chances of getting an interview.

Purpose of a Resume

The resume is a **marketing tool** to show:

- You are a suitable candidate for the job.
- You meet the employer's needs.
- You have the necessary education, experience, and skills.

How Long Should a Resume Be?

There's no fixed length; it depends on your experience. If you're just starting, **one to two pages** is ideal. If you have more experience, **up to three pages** can be acceptable, but don't add unnecessary information just to make it longer.

How to Order Information on a Resume

Typically, arrange your resume as follows:

1. Contact details
2. Opening statement
3. Key skills
4. Technical/software skills
5. Personal attributes/career overview
6. Education
7. Work/volunteer experience
8. References

Adapting Your Resume for Each Job

Tailor your resume for every job to reflect the specific requirements. This includes adjusting your opening statement, key skills, and personal attributes to align with what the job ad or job description emphasizes.

How to Customize Your Resume

- **Opening Statement**: Connect your experience with the job requirements.
- **Skills**: List relevant skills for the job.
- **Achievements**: Include examples that match the job's requirements.
- **Keywords**: Add specific keywords from the job description.

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Essential Sections of a Resume

1. **Contact Details**: Include your name, email, and phone number. Avoid putting this in the header, as some recruitment software can't read headers.
2. **Opening Statement**: A short, six-line summary of who you are, your qualifications, and what you bring to the job.
3. **Key Skills and Strengths**: List 10-15 skills relevant to the job. Check the job ad to find essential skills and include as many as possible.
4. **Technical/Software Skills**: List any specific technology, software, or tools you're skilled at, like word processing, programming languages, or cash registers.
5. **Personal Attributes**: If you don't have much work experience, list positive traits that make you a good fit.
6. **Educational History**: Include your highest level of education, plus any academic achievements that relate to the job.
7. **Employment History**: Start with your most recent job and work backward. If you don't have job experience, include internships or volunteer work.
8. **References**: List two people who can vouch for you, ideally former employers or colleagues.
9. **Testimonials**: Short, positive statements from former teachers or employers can add credibility.
10. **Keywords**: Many employers use software that scans resumes for keywords related to skills, qualifications, or software. Make sure to include relevant keywords in sections like your opening statement and employment history.

What to Avoid on Your Resume

- **Personal Details**: Don't include your address or date of birth unless specifically asked.
- **Errors**: Spelling or factual mistakes can harm your chances, so proofread.
- **Images and Graphics**: Avoid them, as many employers dislike these.
- **Content in Headers**: Important details in headers might not be read by software.
- **Complex Formatting**: Use simple fonts (like Arial or Calibri) and avoid large headers.
- **Tables**: Many applicant tracking systems can't read tables, so use plain formatting.
- **PDF Format**: Unless requested, use a Word format (.doc or .docx), as some systems can't read PDFs.

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Curriculum Vitae – Sample 1

Name of Candidate: _____

Contact Details

Location: _____
Email ID: _____
Contact No.: _____
LinkedIn ID: _____

Opening Statement

_____
_____
_____
_____

Work Experience / Employment History (in chronological order)
Recent Job First

_____
_____
_____
_____

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Curriculum Vitae – Sample 2

Name of Candidate: _____

Personal Information
Date of Birth: _____
Nationality: _____
Marital Status: _____

Contact Details
Location: _____
Email ID: _____
Phone Number: _____
LinkedIn Profile: _____

Career Objective

_____
_____
_____
_____

Educational Background
Degree: _____
Institution: _____
Year of Completion: ____
Grade/Percentage: ____

Degree: _____
Institution: _____
Year of Completion: ____
Grade/Percentage: ____
Work Experience
1. Job Title: _____
Company Name: _____
Duration: _____ to _____
Responsibilities:

_____
_____
_____
_____

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2. Job Title: _____
Company Name: _____
Duration: _____ to _____
Responsibilities:

_____
_____
_____
_____

Skills

Skill 1: _____
Skill 2: _____
Skill 3: _____
Skill 4: _____

Languages Known

Language 1: _____ (Proficiency level)
Language 2: _____ (Proficiency level)
Language 3: _____ (Proficiency level)

References
1. Name: _____
Position: _____
Organization: _____
Contact Information: _____

2. Name: _____
Position: _____
Organization: _____
Contact Information: _____