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*By: Gaurav Sahni*



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**Sample Preview  
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# QUESTION PAPER

June – 2023

(Solved)

## BUSINESS COMMUNICATION

M.M.P.C.-007

Time: 3 Hours ]

[ Maximum Marks : 100  
Weightage : 70%

Note: Attempt any five questions. All questions carry equal marks.

**Q. 1. What is the role of Business Communication in corporate world? Explain giving examples.**

Ans. Ref: See Chapter-1, Page No. 6, Q. No. 1.

**Q. 2. Explain as to how sign language is an important form of non-verbal communication.**

Ans. Ref: See Chapter-3, Page No. 29, 'Types of Non-Verbal Communication'.

**Q. 3. Distinguish between a good listener and a bad listener giving examples.**

Ans.

Poor Listening Habits	Good Listening Habits
People find the conversation boring and allow that to affect their concentration or lead them to tune the speaker out.	People who are really listening will not allow a subject matter to keep them from paying attention to the key points. They also will make sure they continue paying attention and avoid distractions.
A listener does not pay attention, daydreams, or becomes distracted rather than listening to the person speaking.	A good listener would not fake paying attention or engage in daydreaming. She or he knows the importance of making eye contact and showing interest.
Those speakers who overreact to something they disagree with generally tune the speaker out or just focus on what they want to say in rebuttal.	A good listener that disagrees with the speaker or something the speaker has said will remain calm and wait for an appropriate time to inquire about the point of disagreement.
Poor listening habits would include finding fault with the speaker. Criticizing the speaker may mean that you find fault with the way he or she looks, dresses, or speaks.	Good listening habits include not evaluating speakers on the way they look or trying to find fault with them.
Poor listeners will try to zone in on just the facts that the speaker may make, rather than listening to everything and hearing the support for the facts.	Good listeners will look more at the bigger picture and listen to everything, rather than just nitpicking particular points.
Inappropriate listening includes listening with a closed mind, bias, and/or prejudice regarding the person or topic.	A good listener approaches speakers with an open mind and attitude, showing respect to the speaker.
A poor listener may engage in doodling, checking text messages, making phone calls, snapping gum, or any number of other tasks, when listening should be the focus.	Good listeners will minimize or remove distractions when they know they should be listening. By doing so, they have demonstrated to the speaker that they are attentive and engaged in active listening.
Poor listeners pay no regard to body language when it comes time to listen. They may keep their back to the speaker, avoid eye contact, close their arms as they listen, or even make faces in response to what they are hearing.	Good listeners realize that a good portion of communication is done through nonverbal means and that body language often says much more than words do. Good listeners make sure their body language is open, relaxed, and inviting.

A poor listener would interrupt the speaker to make his or her own point, attack what is being said, etc.	A good listener would wait for an appropriate time to bring up his or her own points or ask questions about what has been said. The listener also would do it in a non-threatening or attacking manner.
Those who multitask as they listen to someone are not demonstrating good listening habits. They may be talking on the phone, looking at their computer, etc.	In order to be a good listener, you have to demonstrate that you are engaged. You should look at the person that is speaking, even if it means stopping your work or whatever else you may be doing.
Poor listeners will let their emotions get the best of them. They may interrupt, attack, or tune out because of them.	Good listeners have a handle on their emotions and will keep them in check in order to listen. When it is time to ask questions, get clarification, or counter a fact, they do so in a respectful manner and try to use "I" statements, rather than "you" ones.

**Q. 4. Describe the key accountabilities which are expected of chairpersons or team leaders before a meeting takes place.**

**Ans. Ref:** See Chapter-7, Page No. 78, 'Meeting Preparations'.

**Q. 5. What is written communication necessary? Discuss the need and features of written communication.**

**Ans. Ref:** See Chapter-9, Page No. 97, 'Introduction', 'Need for Written Communication' and 'Features of Written Communication'.

**Q. 6. Write short notes on the following:**

**(a) Personalised stand letters**

**Ans.** A personalized stand letter shows employers you've done your research on the job and company and that you're passionate about your work and developing in your career. In this article, we discuss the benefits of writing a personalized cover letter and how to write your letter so it's personal to the employer with tips and an example to guide you.

Writing a personalized cover letter during the application process is an effective way to introduce yourself to the employer and show them how you can

be an asset to their organization. When you personalize your cover letter, you can show employers how you connect with their company mission and how your skills and qualifications fit with what they're looking for.

While personalized cover letters need to remain professional, you can show your personality through your skills, accomplishments and values. Letting employers see your enthusiasm for the job highlights your personality traits, which also helps them get an idea of how your personality fits in with the company culture.

**(b) Memorandum**

**Ans. Ref:** See Chapter-10, Page No. 108, 'Memorandum'.

**Q. 7. Discuss the different components of the letter-text combination form of reports.**

**Ans. Ref:** See Chapter-11, Page No. 117, 'Letter-text Combination Form' and 'Components of Letter-text Combination Form of Records'.

**Q. 8. Describe the principles of ethical communication.**

**Ans. Ref:** See Chapter-15, Page No. 165, 'Ethical Communication'.



# **Sample Preview of The Chapter**

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# BUSINESS COMMUNICATION

## BLOCK-1: INTRODUCTION TO COMMUNICATION

### Basics of Communication



#### INTRODUCTION

Communication is very essential for human survival. It regulates and also shapes all our behaviours. We need to communicate as we need to eat, drink and sleep. Communication tells us about various happenings in our surroundings and creates awareness about various policies, programmes and developments. It motivates us to be active partners in the nation-building. Thus, we need to have a clear understanding about communication and its various aspects. In this chapter, we will understand what communication is, explain its importance, know the communication process, identify essential elements and its seven C's.

#### CHAPTER AT A GLANCE

##### EVOLUTION OF COMMUNICATION

Let's have a look at the history of human communication in detail:

**Cave Paintings:** Cave Paintings are the oldest methods of communicating. They were used to mark territories.

**Smoke Signals:** These signals were used to send messages. They were mostly used in China.

**Carrier Pigeons:** Pigeons are known well for their directions. They were known to find their home, even after traveling long distances. People used to attach small letters to their necks, hoping they would fly to the receiver.

**Postal System:** With raising awareness, people started to use courier services. Letters were delivered from one person to another through postal services.

**Newspapers:** Newspapers are still a wide form of communication used. Every other house has a newspaper delivery every day. These papers deliver written news and also other important national events taking place. Two types of newspapers are National and International.

**Radios:** Radios are a source of news as well as entertainment for people. Wireless signals were studied and tested in detail. The scientists practiced using wireless power to share content.

**Telegraph:** The first electrical communication system to send text messages was called Telegraph. Telegraphs were introduced to send text messages more quickly than written messages. It helped in sending information across the country.

**Telephone:** The first telephone was introduced by Alexander Graham Bell in 1876. Within 50 years of its invention, telephones became an essential part of every household and office. The devices transmitted human audio into signals.

**Television:** Televisions are a great source of entertainment. They are a mode of indirect communication to the larger audience. Many people in history put in tremendous efforts to introduce Televisions.

**Internet:** The world of the Web has brought people closer. Tim Berners-Lee invented the World Wide Web in 1990. Satellites support the internet. Through the internet, we can search for anything, anywhere in the whole world. Wireless connections via Wi-Fi began in 1991. Since then, people seem to be addicted to the internet.

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**E-mail:** Microsoft Business Email is the most formal way of communication used in offices. John Vittal in 1975 developed software to support mails. From that invention, many mailing platforms have been created. E-mails are better for record-keeping and cost-saving.

**Text Message:** Various network providers are used for sending text messages. The first text message was sent by Neil Papworth, an engineer, in 1992. From that day to now, text messaging has been a game of few minutes.

**Social Media:** People share their entire life events on social media. Social media platforms help people share pictures, videos, and almost everything on the internet. It is the latest mode of communication in the digital world. Smart phones have made this more convenient. Social media apps can be downloaded into smart phones. Users of social media in this generation are obsessed with these platforms.

**ELEMENTS OF COMMUNICATION**

Communication involves five major elements – message, communicator, transmission medium, receiver and feedback.

**1. The Message:** A message provides information. The meaning of a message depends on the context in which it is used. A message may be spoken words or written words or a non-verbal message, it involves other elements like emotions which shape the meaning. So, the words may not establish the full meaning of the message. Non-verbal communications may provide clues that the receiver can use to interpret the message and get its meaning.

**2. The Communicator:** The communicator or the sender starts the communication process. Before transmitting the message, she/he takes the following steps:

- (i) Formulating the message by putting thoughts into words.
- (ii) Passing the message through various psychological or internal communication barriers. Psychological barriers may originate from the sender's existing knowledge, beliefs, biases and feelings.
- (iii) The message is encoded for transmission. It may involve stringing words together, to putting the message into some form of code.
- (iv) Transmitting the message.

After this, a good communicator gets ready to get feedback for verification of the message delivery.

Success in encoding a message depends partly on the communicator's ability to convey information clearly and simply and also on his/her ability to anticipate and eliminate sources of confusion. Failure to understand the receiver may result in failure in the communication process. For example, an illiterate cannot understand a written message but can understand if it is explained in spoken words. A good communicator should have good communication skills. Communication becomes effective when both the sender and the receiver understand the same information.

**3. Transmission Medium (Channel):** The transmission medium is the channel used for communicating the message. It carries the message from the sender to the receiver and back. There are different channels of transmission – verbal, written or electronic. Verbal may be face-to-face meetings, telephone conversations and video-conferencing. Written may be letters, e-mails, memos and reports. Different channels have different strengths and weaknesses. For example, giving a long list of directions verbally may not be effective. Advertisers choose different channels to reach their target audience.

**4. The Receiver:** The receiver decodes the message to get the meaning. Successful decoding involves the following steps: Receive, decode, filter and interpret. After obtaining the message, the receiver decodes it through assimilation and interpretation. If a receiver is reading a newspaper, she/he has to read and understand the news. Communication may not be effective, if the receiver fails to decode. The receiver filters the message through his/her own psychological barriers such as existing knowledge, attitude, beliefs, biases and perceptions. To decode a message effectively, the receiver may need to have technical knowledge, field of experience and critical items called operational definitions. Environment may also interfere with message receptions. For example, noises from the roadside, constant chattering of individuals outside the communication act, blaring loudspeaker and faulty transmission may affect decoding.

**5. Feedback:** Feedback confirms that the message has been received and understood. It completes the communication process. If the meaning of the message has not changed, the communication be said as successful. In a written form of communication like email, a reply can be taken as feedback. However, there are various mediums of communication in which collecting feedbacks are not feasible.

### DIFFERENCE BETWEEN GENERAL AND BUSINESS COMMUNICATION

Business Communication deals with only business related information and General Communication deals with the information except business.

**Business Communication:** It is more formal, direct and well-organized and General Communication It is less formal, indirect and not well organized.

**Business Communication:** It uses certain formats to convey message and General Communication has Different formats are used here according to the will of the communication.

**Business Communication:** There is no scope of using personal feelings or emotions or opinion in business messages and General Communication is Personal feelings, emotions and opinions take most of the part of general communication.

**Business Communication:** It always deals with practical information and General Communication Sometimes general communication may contain factious information.

**Business Communication:** It is impartial and objective and General Communication It may be partial and subjective.

**Business Communication:** The purpose of every message in business communication is to elicit certain action and General communication may be done just to inform the parties about certain matters.

Business Communication has tables, charts, graphs, photos, diagram, etc. are frequently used in Business Communication and General Communication has tables, charts, graphs, photos, diagram, etc. are rarely used here.

Business Communication has Business messages frequently persuade the employees, customers or clients to do certain job and General Communication is done for general or personal affairs.

Business Communication Feedback is more important here because the success of Business Communication largely depends on it and General Communication Feedback is not so important here in all cases.

### PURPOSE OF BUSINESS COMMUNICATION

Communication serves as a means to measure the success of an organisation. The purpose of communication may be to inform, persuade, or motivate a desired action. The measure of communication effectiveness depends on the extent to which the final goal is achieved. In each situation there is a positive

change intended to be brought out in the audience/ listener or the receiver of the communication-change of attitude or perception, or belief in the target audience in a desired manner.

### PROFILE OF AN EFFECTIVE COMMUNICATOR: A CASE STUDY

Let us now understand the profile of an effective communicator through a case study:

As a self-test, can you identify specific places where the communicator did not apply the 7Cs?

Joanne supervised 36 professionals in 6 city libraries. To cut the costs of unnecessary overtime, she issued this one-sentence memo to her staff:

When workloads increase to a level requiring hours in excess of an employee's regular duty assignment, and when such work is estimated to require a full shift of eight (8) hours or more on two (2) or more consecutive days, even though unscheduled days intervene, an employee's tour of duty shall be altered so as to include the hours when such work must be done, unless an adverse impact would result from such employee's absence from his previously scheduled assignment.

After the 36 copies were sent out, Joanne's office received 26 phone calls asking what the memo meant. What the ten people who didn't call about the memo thought is uncertain. It took a week to clarify the new policy.

The characteristics that Kieran presents, along with the 7Cs, offer complementary ways of thinking about what makes communication effective. Keep these characteristics in mind as you create, review, revise, and evaluate the effectiveness of your own professional communications.

Gerry Kierans, an executive training professional, offers another way to consider the characteristics of effective communication.

### THE "YOU ATTITUDE"

"You-attitude," a phrase used by Kitty O. Locker in *Business and Administrative Communication*, refers to a style of writing that puts readers' needs first. Specifically, you-attitude "emphasiz[es] what the reader wants to know, respecting the reader's intelligence, and protecting the reader's ego". Locker details five strategies for achieving you-attitude in your writing:

#### 1. Talk about the reader, not about yourself.

**Without you-attitude:** We at the City Center for Writing believe our services can help students become better writers.

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**You-attitude:** You'll improve as a writer by working with a trained peer consultant at the Meijer Center for Writing.

**2. Refer to the reader's request or order specifically.**

**Without you-attitude:** Your order has arrived.

**You-attitude:** Your tables and chairs have arrived.

**3. Don't talk about feelings, except to congratulate or offer sympathy. In most professional settings and situations, your feelings are irrelevant.**

**Without you-attitude:** We are pleased to offer students writing consultations on Sunday evenings.

**You-attitude:** You can now visit the City Center for Writing on Friday evenings, 7 p.m. – 9 p.m.

**You-attitude:** Congratulations on your promotion to Assistant Manager! I was pleased to read about it in the company newsletter.

**4. Use you more often than I in positive situations. Doing so accentuates the good news associated with the reader.**

**Without you-attitude:** I will make every effort to ensure you get an appointment.

**You-attitude:** You will be notified of your appointment time within 36 hours.

**5. Avoid the word you in delivering bad news, as it can be interpreted as accusatory and over-accentuate the negative.**

**Without you-attitude:** Because you did not proofread your paper, you will earn an F.

**You-attitude:** A number of proofreading errors have been made in the paper.

**You-attitude:** The paper includes a number of proofreading errors.

### IMPORTANT DIMENSIONS OF BUSINESS COMMUNICATION

The important dimensions of business communication are:

**Downward Communication:** Downward communication refers to flow of information from higher to lower levels of the organisational hierarchy. Information flows from top-most authority to the bottom-most persons (workers) through various levels. This flow of information generally prevails where autocratic style of management is dominant.

**Upward Communication:** Flow of information from lower-levels to higher-levels is known as upward communication. Employees respond to directions and instructions through upward communication. This flow of communication is suitable where democratic or participative style of management is prevalent.

Matters such as subordinates' work-related problems, suggestions, ideas, opinions, feelings about their superiors and co-workers, etc. flow through upward communication.

**Horizontal or Lateral Communication:** Flow of information amongst people at the same level is known as horizontal communication. It is interaction amongst peer groups. It involves communication with people at the same level. Most common horizontal communication happens amongst functional heads. Marketing manager and production manager interact with each other to coordinate demand with production schedules.

**Diagonal or Cross-wise Communication:** Flow of information amongst people of different departments at different levels is known as diagonal communication. When regional sales manager talks to workers of finance or production department, diagonal communication is said to have taken place. People who are generally not in contact, come close to each other through diagonal communication.

### USE OF PROPER LANGUAGE

Using appropriate language means that a speaker's language is suitable or fitting for themselves, as the speaker; our audience; the speaking context; and the speech itself. If you are not comfortable with the language you are using, then you are going to be more nervous speaking, which will definitely have an impact on how your audience receives your speech. You may have a hard time speaking genuinely and sincerely if you use unfamiliar language and this can impair your credibility.

### 7 C'S OF COMMUNICATION

Effective communication is a message that is understood as the communicator meant it to be understood. In order to help ensure understanding, communicators need to understand and apply the 7 Cs of Effective Communication. An effective communication should be:

**Clear:** main ideas easily identified and understood

**Concise:** gets to the point without using unneeded words or images

**Concrete:** includes specific examples or explanations

**Correct:** in information, word choice, and grammar

**Coherent:** information presented in a logical sequence

**Complete:** enough information so the audience can understand

**Courteous:** polite, professional tone.