

# English For Business Communication (EBC)

By: Kanchan Jha

This reference book can be useful for  
BBA, MBA, B.Com, BMS, M.Com, BCA, MCA  
and many more courses for Various Universities



**NEERAJ  
PUBLICATIONS**  
**[www.neerajbooks.com](http://www.neerajbooks.com)**

Published by:



# NEERAJ PUBLICATIONS

*(Publishers of Educational Books)*

Sales Office : 1507, 1st Floor,

Nai Sarak, Delhi-110 006

E-mail: info@neerajbooks.com

Website: www.neerajbooks.com

**© Reserved with the Publishers only.**

Typesetting by: Competent Computers

## Terms & Conditions for Buying E-Book

- The User must Read & Accept the Terms and Conditions (T&C) carefully before clicking on the accept option for Buying the Online Soft Copy of E-books. Under this Particular Facility you may buy only the Online Soft Copy of E-books, no Hard Copy or Printed Copy shall be provided under this facility.
- These E-Books are valid for 365 days online reading only (From the Date of Purchase) and no kind of Downloading, Printing, Copying, etc. are allowed in this facility as these products are just for Online Reading in your Mobile / Tablet / Computers.
- All the online soft copy E-books given in this website shall contain a diffused watermark on nearly every page to protect the material from being pirated / copy / misused, etc.
- This is a Chargeable Facility / Provision to Buy the Online Soft Copy of E-books available online through our Website Which a Subscriber / Buyer may Read Online on his or her Mobile / Tablet / Computer. The E-books content and their answer given in these Soft Copy provides you just the approximate pattern of the actual Answer. However, the actual Content / Study Material / Assignments / Question Papers might somewhat vary in its contents, distribution of marks and their level of difficulty.
- These E-Books are prepared by the author for the help, guidance and reference of the student to get an idea of how he/she can study easily in a short time duration. Content matter & Sample answers given in this E-Book may be Seen as the Guide/Reference Material only. Neither the publisher nor the author or seller will be responsible for any damage or loss due to any mistake, error or discrepancy as we do not claim the Accuracy of these solution / Answers. Any Omission or Error is highly regretted though every care has been taken while preparing these E-Books. Any mistake, error or discrepancy noted may be brought to the publishers notice which shall be taken care of in the next edition. Please consult your Teacher/Tutor or refer to the prescribed & recommended study material of the university / board / institute / Govt. of India Publication or notification if you have any doubts or confusions before you appear in the exam or Prepare your Assignments before submitting to the University/Board/Institute.
- Publisher / Study Badshah / shall remain the custodian of the Contents right / Copy Right of the Content of these reference E-books given / being offered at the website [www.studybadshah.com](http://www.studybadshah.com).
- The User agrees Not to reproduce, duplicate, copy, sell, resell or exploit for any commercial purposes, any portion of these Services / Facilities, use of the Service / Facility, or access to the Service / Facility.
- The Price of these E-books may be Revised / Changed without any Prior Notice.
- The time duration of providing this online reading facility of 365 days may be alter or change by [studybadshah.com](http://studybadshah.com) without any Prior Notice.
- The Right to accept the order or reject the order of any E-books made by any customer is reserved with [www.studybadshah.com](http://www.studybadshah.com) only.
- All material prewritten or custom written is intended for the sole purpose of research and exemplary purposes only. We encourage you to use our material as a research and study aid only. Plagiarism is a crime, and we condone such behaviour. Please use our material responsibly.
- In any Dispute What so ever Maximum Anyone can Claim is the Cost of a particular E-book which he had paid to Study Badshah company / website.
- If In case any Reader/Student has paid for any E-Book and is unable to Access the same at our Website for Online Reading Due to any Technical Error/ Web Admin Issue / Server Blockage at our Website [www.studybadshah.com](http://www.studybadshah.com) then He will be send a New Link for that Particular E-Book to Access the same and if Still the Issue is Not Resolved Because of Technical Error/ Web Admin Issue / Server Blockage at our website then His Amount for that Particular Purchase will be refunded by our website via PayTM.
- All the Terms, Matters & Disputes are Subjected to "Delhi" Jurisdiction Only.

# CONTENTS

<b>S.No.</b>	<b>Page</b>
1. Getting Ready for the Job Market .....	1
2. Preparing A Portfolio .....	4
3. Responding to Advertisements .....	8
4. Writing a CV and Letter of Application .....	12
5. Preparing for Interviews .....	16
6. Facing Interviews .....	20
7. Phone and Walk-In Interviews .....	23
8. Group Discussions .....	27
9. Greetings .....	34
10. Importance of Small Talk in Business .....	40
11. Business Organizations .....	47
12. Jobs and Responsibilities .....	52
13. Features of Telephonic Communication .....	57
14. Making Arrangements and Appointments .....	61
15. Leaving and Taking Messages .....	64
16. Voice Mail, Video Conference and Conference Call .....	68
17. Modes of Communication .....	74
18. Internal Business Correspondence-1 .....	80
19. Internal Business Correspondence-2 .....	88

<b>S.No.</b>	<b>Page</b>
20. External Business Correspondence-1 .....	93
21. External Business Correspondence-2 .....	101
22. Presentation Skills-I: Essentials of Presentation Skills .....	109
23. Presentation Skills-II: Outlines and Structures .....	114
24. Presentation Skills-III: Using Visual Aids .....	119
25. Presentation Skills-IV: The Ending .....	125
26. Telephone Presentations .....	130
27. Setting the Agenda and Planning a Meeting .....	134
28. Types of Meeting .....	139
29. Conducting and Participating in Meetings-I: Role of the Chairperson .....	143
30. Conducting and Participating in Meetings-II .....	148
31. Basic Features of Proposals .....	154
32. Project Proposals .....	161
33. Reports-I .....	167
34. Reports-II .....	175

# Sample Preview of The Chapter

*Published by:*



**NEERAJ  
PUBLICATIONS**

[www.neerajbooks.com](http://www.neerajbooks.com)

# ENGLISH FOR BUSINESS COMMUNICATION

## RECRUITMENT-I

1

## Getting Ready for the Job Market

### INTRODUCTION

In this chapter you will learn the preparation you need to do before entering in the job market. You should learn the importance of work in life. When and how you should we prepare for the job. What steps do you need to take for preparing, then serve the job market. What qualifications and what qualities one should possess while preparing for the job. The person who is looking for the job needs to do different types of works.

### CHAPTER AT A GLANCE

#### WARM UP

#### Activity-1

*Answer the following questions:*

**Q. 1. When and how do you think youngsters start getting ready for the job market?**

**Ans.** Everybody knows about the importance of job or occupation in life. After the education or professional qualification everybody has to search a job or any mean of work to gracefully live the life. As a youngster everybody has to face the circumstances to get ready for the job. The youngster should be well taught about the career he might be choosing. A proper training is essential in this regard.

**Q. 2. What is the importance of having some occupation in life?**

**Ans.** A job is important because it is important to have money in order to survive in the world. Without money, you can't survive. It is also important because it improves your self-value. It means something to have money, and to have a job. Job defined for this question as a separate place – away from your home that a person commutes to.

**Q. 3. Have you thought of which career you would pursue in life? What are you doing to achieve your dream?**

**Ans.** Yes, I also discussed and thought about the professional career which I want to pursue in my life. I want to become an editor and for that I done my graduation in mass communication and done an editing course as well.

#### READING COMPREHENSION

Man is a social animal and it is the work or job which distinguish him from animal. Human being may work to earn their livelihood. All human being should do some work in their life. So beside working and earn the livelihood for himself or family, human being also compelled to fulfilling other duties entailed upon them which are their social obligation and their family responsibility. And they also pursue their mission in life and engage in some hobby. Human being can do some sort of job as a worker or employee or they can join the family business or do their own business all together.

Your goal, should be clear in your mind that what you want to be in life. You should not be confused with your goal. Professional and technical education and qualification is very necessary to be eligible in the job market. Getting job requires needs patience, perseve-rance, proper management and effort.

Skills knowledge and performance are also required to be eligible in the job market just educational and technical education is not enough.

Advertisement published in the print media such as newspapers like Employment News/ Rozgar Samachar, magazines and journals and televisions also informs about the jobs and these are the medium which bring employers and employee together. Placement agencies and special websites, job fairs, campus placement and help desk for registration for job purpose in some university also play significant role.

A most eligible candidates for job should posses the qualities like computer knowledge, leader-ship quality, ability to work in a team, problem solving ability, ability to work under pressure, working in odd hours and at the

2 / NEERAJ : ENGLISH FOR BUSINESS COMMUNICATION

weekend, undertake travel. There is also a procedure to select the perfect candidate like, interview: face to face, telephonic group discussion, presentation, written test or application, entrance examination or some other task or activity. Communication skills should be sharp for these kind of tests.

Activity -2

Now answer the following questions:

Q. 1. Which of the following do you think is the most suitable title for this text?

- (a) Types of work human being have to do
- (b) Learning how to face tests and interviews
- (c) Getting ready for the world of work
- (d) Where to look for job vacancies?

Ans. (c) Getting ready for the world of work.

Q. 2. The following four points describe the main steps suggested by the writer. Put them in the same order in which they occur in the text by numbering them 1 to 4.

- (a) Find out what general and technical qualifications are required for achieving your goal.
- (b) Find out what other skills and competencies are required by employers.
- (c) Decide what you want to become in life.
- (d) Make a conscious effort to achieve these skills and qualities.

Ans. (c), (a), (b) and (d).

Q. 3. What is the aim of the writer? Is it to tell, inform persuade warn, describe, criticise, summarize or any other? Justify your answer.

Ans. The writer wants to describe his thoughts, idea, perception about the job, business and professional world.

Q. 4. For whom this write up mean? (Choose the correct answer)

- (a) Employers
- (b) Employee
- (c) Job seekers
- (d) Placement Agencies

Ans. (c) Job seekers.

LISTENING COMPREHENSION

Activity-3

Q. 1. What is the main focus of the speaker in this lecture?

Ans. The main focus of the speaker in this lecture is behaviour competencies required for the junior level posts available in the job market.

Q. 2. These skills are expected from (Choose the correct answer)

- (a) Senior managers
- (b) Middle management officers
- (c) Junior level employees

Ans. Junior level employees.

Q. 3. You are given below competencies in the left column and an example of a competency in the right. Match the competency with its example.

- (i) Achievement
- (a) Willingness to accept new ideas.

(ii) Team Work (b) Doesn't give up at the first hurdle.

(iii) Flexibility (c) Isn't afraid to seek advice.

Ans. • Achievement – Does not give up at the first hurdle

- Teamwork – Is not afraid to seek advice
- Flexibility – Willingness to accept new ideas.

SPEAKING

Activity-4

Q. 1. Describe what you think is the most important when accepting a job with a company. Give reasons for your answer.

- Salary and perks
- Work environment
- Nearness to residence

Ans. After the completion of all the required skills and qualifications you need to choose a career as per your interest. All these factors are important for a job seeker. But salary factor have also an essential influence because a person works for money and money is very important for leading a prosperous life. But as an individual we will give much importance to the work culture because you need to be comfortable and stress free while working. A professional conducive environment is very essential to work properly. An organization should give sense of belongingness to the workers and employees. As an employee we need motivation and motivation is very essential for the good performance of an employee. It is very essential for an employee to be comfortable. Lucrative salary packages and nearness to the place is also very important but not at cost of emotionally unwell. Therefore, we will give the highest priority to the work culture.

WRITING

Activity-5

Read and complete the following summary of the passage:

The writer first .....

Next s/he .....

S/he then ..... and finally s/he .....

The main aim of the writer was to .....

Ans. The writer first explain the necessity of work in human life.

Next she/he describes the necessary steps to be followed and planned before getting ready for the job market. One has to decide what she/he wants to become in his/her life.

She/he then draws our attention to the fact that general education and technical and professional education alone are not enough to get oneself a job. The job seeker has to acquire the skills and competencies that are expected by the prospective employers and finally she/he describe the

various means by which prospective employers and employee get in touch with each other.

The main aim of the writer was to describe the logical steps to be taken by job seekers.

VOCABULARY

Activity-6

Q. 1. Use the following words in sentences of your own.

distinguish; beside; conscious; acquire; sort.

Ans. Distinguish: Distinguish the features of Primary and secondary goods.

Beside: A canal is running beside a highway.

Conscious: It was really a conscious effort by a driver to save a child.

Acquire: Every students of this class acquire good skills.

Sort: What sort of human being is he ?

Q. 2. Learn how the word employer, workers, recruiters, follow a similar pattern. Is the word "wiser" similar to these words? Why/why not.

Ans. Wise is not similar to these words as it is adjective and these words are noun.

Q. 3. What is the relationship between the following words? Former, later.

Ans. Former and later are used to refer to subjects in a sequence. Former refers to earlier and latter refers to that which is mentioned at a second sequence.

GRAMMAR: SIMPLE PRESENT TENSE

We will use the simple present tense in the following situation:

(a) To show an action that happens daily or very often.

I starts my homework at 2 O' clock.

(b) Used for verbs related to belief, emotion and perception.

I love to visit my grand parents on weekends.

(c) To show events that are scheduled to happen in the near future.

When do we begin the meeting?

(d) To show permanent truth

The sun rises from the east.

The Simple Present Tense: Negatives

The Simple Present Tense Negatives are created by placing don't or does'nt before the main verb.

Example: Don't like to visit foreign countries.

The Simple Present Tense: Questions

The Simple Present Tense Questions are created by placing do or does before the subject.

Example: Do you like to visit foreign countries?

CHECK YOUR PROGRESS

Q. 1. Now complete these sentences with verbs in the simple present tense:

- (i) I ..... to office everyday.
(ii) I ..... my house at 8 O' clock in the morning.
(iii) I ..... my office by 8.30. AM.
(iv) I ..... my lunch in the office canteen.
(v) I ..... home by 6 pm.
(vi) In the evening, I ..... for a walk.
(vii) On weekends, I ..... badminton in the club.
(viii) Once a year I ..... out on a holiday with my family.

- Ans. (i) I walk to office everyday.
(ii) I leave my house at 8 O' clock in the morning.
(iii) I reach my office by 8.30. AM.
(iv) I have my lunch in the office canteen.
(v) I return/come back home by 6 pm.
(vi) In the evening I go for a walk.
(vii) On weekends I play badminton in the club.
(viii) Once a year I go out on a holiday with my family.

Q. 2. Complete the following questions using suitable verbs in the simple present tense:

- 1. How .....?
Ans. I am fine.
2. Where .....?
Ans. I live in Bhopal.
3. What .....?
Ans. I like reading and watching TV.
4. What .....?
Ans. I like to read books for self-improvement.
5. What kind of .....?
Ans. I like to watch reality shows.
6. How often .....?
Ans. I travel out of Bhopal once in two months.
7. How .....?
Ans. I usually travel by train.
8. What .....?
Ans. On weekends I like watching movies.
9. What .....?
Ans. I like acting.
Ans. 1. How are you?
2. Where do you live?
3. What do you do in your free time?
4. What kind of books do you like to read?
5. What kind of T.V. programme do you like to watch?
6. How often do you travel out of Bhopal for work?
7. How do you usually travel?
8. What do you do on weekends?
9. What kind of movie do you enjoy? ■ ■



# Preparing A Portfolio

## INTRODUCTION

In this chapter we will learn how to prepare portfolio for your job search. What is the importance of portfolio in the job search? A portfolio helps to highlight your strengths as it presents a visual and tangible evidence of your skills and achievements. It is very essential to have a portfolio if you applying for a job. A portfolio is always a piece of work in progress. Collect-ing a portfolio is not a one day job it takes over a period of time. Fix your portfolio in a three ring binder so that it is easy to add or remove any document as per your need. Do not exceed your portfolio more than twenty pages. Arrange your portfolio in a very systematic way with all the documents so that you could get your desired job very easily. The very first document you need to keep in the portfolio is resume, followed by credentials and then education, technical and professional degree and volunteer works, certificates. Arrange your documents according to the relevance of the job you are seeking for. Having a web version of portfolio is an additional advantage as it creates an effective visual impact, express that you are techno friendly and it is easy to access.

## CHAPTER AT A GLANCE

### WARM UP

#### Activity-1

Q. 1. Take a look at these pictures. What qualities of a person do you think each picture highlight?



(i) .....  
.....

(ii) .....  
.....



(iii) .....  
.....

(iv) .....  
.....



(v) .....  
.....



- Ans.** 1. Team spirit, warmth, friendliness, jubilant.  
2. Sportsmanship, competitive spirit, ambition, spirit of adventure, fearlessness  
3. Multi-tasking, hard-working, flexible, willing, dedicated.  
4. Innovative thinking, creativity, imaginative.  
5. Good communication skills, good interpersonal skills, supportive, friendly.

## READING COMPREHENSION: ORGANIZING A PORTFOLIO

### Activity-2

#### Pre-reading

Before you read the text on portfolio attempt the following.

Q. 1. Is a portfolio just another name for resume?

Ans. No, portfolio is different from resume. A portfolio is much more descriptive and comprehensive than a resume. It is collection of all the documents of a job seekers.

Q. 2. Is a resume included in a portfolio?

Ans. Yes, resume is the part of the portfolio.

Q. 3. Can one put pictures into a portfolio?

Ans. Yes, the portfolio can include pictures that shows one's skills and achievements.

Q. 4. How long does it take to collect documents for a portfolio?

Ans. Collecting documents for the portfolio is long process. You need to edit each documents as per your job search and interest. You need to add or remove documents from the portfolio and it takes time to prepare good portfolio.

How is a portfolio different from a resume?:  
Resume is the part of the portfolio. The first document