

## PREFACE

In a bid to standardize higher education in the country, the University Grants Commission (UGC) has introduced Choice Based Credit System (CBCS) based on five types of courses viz. *core, discipline specific, generic elective, ability and skill enhancement* for graduate students of all programmes at Honours level. This brings in the semester pattern, which finds efficacy in sync with credit system, credit transfer, comprehensive continuous assessments and a graded pattern of evaluation. The objective is to offer learners ample flexibility to choose from a wide gamut of courses, as also to provide them lateral mobility between various educational institutions in the country where they can carry their acquired credits. I am happy to note that the university has been recently accredited by National Assessment and Accreditation Council of India (NAAC) with grade ‘‘A’’.

UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 have mandated compliance with CBCS for UG programmes for all the HEIs in this mode. Welcoming this paradigm shift in higher education, Netaji Subhas Open University (NSOU) has resolved to adopt CBCS from the academic session 2021-22 at the Under Graduate Degree Programme level. The present syllabus, framed in the spirit of syllabi recommended by UGC, lays due stress on all aspects envisaged in the curricular framework of the apex body on higher education. It will be imparted to learners over the six semesters of the Programme.

Self Learning Materials (SLMs) are the mainstay of Student Support Services (SSS) of an Open University. From a logistic point of view, NSOU has embarked upon CBCS presently with SLMs in English / Bengali. Eventually, the English version SLMs will be translated into Bengali too, for the benefit of learners. As always, all of our teaching faculties contributed in this process. In addition to this we have also requisitioned the services of best academics in each domain in preparation of the new SLMs. I am sure they will be of commendable academic support. We look forward to proactive feedback from all stakeholders who will participate in the teaching-learning based on these study materials. It has been a very challenging task well executed, and I congratulate all concerned in the preparation of these SLMs.

I wish the venture a grand success.

**Professor (Dr.) Subha Sankar Sarkar**  
Vice-Chancellor

# Netaji Subhas Open University

Under Graduate Degree Programme

Choice Based Credit System (CBCS)

Subject : Honours in Commerce (HCO)

Course : Business Communication

Course Code : CC - CO - 07

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# **Netaji Subhas Open University**

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NSOU (Chairperson)*

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**Dr. Chittaranjan Sarkar**

*Professor of Commerce  
Netaji Subhas Open University*

**Shri Sudarshan Roy**

*Assistant Professor of Commerce  
NSOU*

### **: Course Writer :**

**Unit - 1 : Dr. Anirban Ghosh**

*Professor of Commerce  
NSOU*

**Unit - 2-8 : Dr. Biswajit Bhadra**

*Associate Professor of Commerce  
Netaji Nagar College*

### **: Course Editor :**

**Dr. Uttam Kumar Dutta**

*Professor of Commerce  
NSOU*

**Dr. Anirban Ghosh**

*Professor of Commerce  
NSOU*

### **: Format Editor :**

**Dr. Anirban Ghosh**

*NSOU*

### **Notification**

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**UG-Commerce  
(HCO)**

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# **Unit - 1 □ Introduction : Communication**

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## **Structure**

- 1.0. Objectives**
- 1.1. Introduction**
- 1.2. Communication : Definition**
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- 1.4. Process of Communication or Communication Model**
- 1.5. Characteristics of Communication**
- 1.6. Scope of Communication**
- 1.7. Importance of Communication in an Organization**
- 1.8. Making Communication Effective**
- 1.9. Summary**
- 1.10. Exercises**

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## **1.0 Objectives**

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After studying this unit, you should be able to understand:

- The concept of communication.
- Objectives of communication.
- Elements of communication.
- Communication models.
- Factors of effective communication.

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## **1.1. Introduction**

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Communication is a necessary element in human relationship by providing the foundation for human interaction. It is the transfer of information from one person to another person. It is a way of reaching others by transmitting ideas, facts, thoughts, feelings and values. In the context of modern complex organisation, the significance of communication is greater. So, to understand business communication, you will have to learn the definition, characteristics, communication models. From below you will understand the same.

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## 1.2 Communication : Definition

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The term communication has been derived from the Latin word “communis” means ‘common’. Literally communication means to inform, to tell, to show, or to spread information. Thus, it may be interpreted as interchange of thoughts or information to bring about understanding and confidence for good industrial relations. It brings about unity of purpose, interest and efforts in an organization.

There are a number of definitions of the term communication. A few of them are as follows:

1. Communication is the sum of all things, one person does when he wants to create understanding in the minds of another. It involves a systematic and continuous process of telling, listening and understanding. **- Allen Louis**
2. Communication is interchange of thoughts, opinions or information by speech, writing or signs. **- Robert Anderson**
3. Communication may be broadly defined as the process of meaningful interaction among human beings. More specifically, it is the process by which meanings are perceived and understandings are reached among human beings. **- D.E. McFarland**

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## 1.3 Objectives of Communication

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An objective is something that we want to attain or accomplish by our efforts; it is the purpose with which we undertake an activity. When we speak or write to our friends, we may not have specific purpose except to keep in touch. The objectives depend upon the purpose to be achieved. The objectives of communication are as follow :

- (i) **To inform:** This is the foremost objective of communication. Information is power. The information needs within and outside the organization can be met through communication.
- (ii) **To persuade:** Businesses work through persuasion. It is important to persuade employees to work efficiently, to persuade customers to buy our product and so on.

- (iii) **To educate:** To disseminate knowledge and develop skills and attitudes among people working in the organization may be another objective of communication.
- (iv) **To Train:** Communication is an integral part of any training programme. Training is required to achieve proficiency in specific skills. Instructions, Demonstration, practice and discussion during training require communication as an integral part.
- (v) **To Motivate:** High level moral and motivation are must to ensure high levels of productivity and efficiency on a sustainable basis. Communication provides a means to keep motivation levels high.
- (vi) **To Integrate:** Large business organizations have different business units, departments, and territorial divisions, pursuing different targets. Communication provides the means for an integrated approach in pursuing organizational goals.
- (vi) **To Relate:** Good business relations are a must for the continued success of any business organization. Communication provides the means for building and nurturing mutually beneficial relationships.
- (vii) **To Entertain:** Whatever be the nature of business, there is always a time for entertainment. Communication facilitates social bonding and brings lighter moments that help in entertainment and relieving tension.

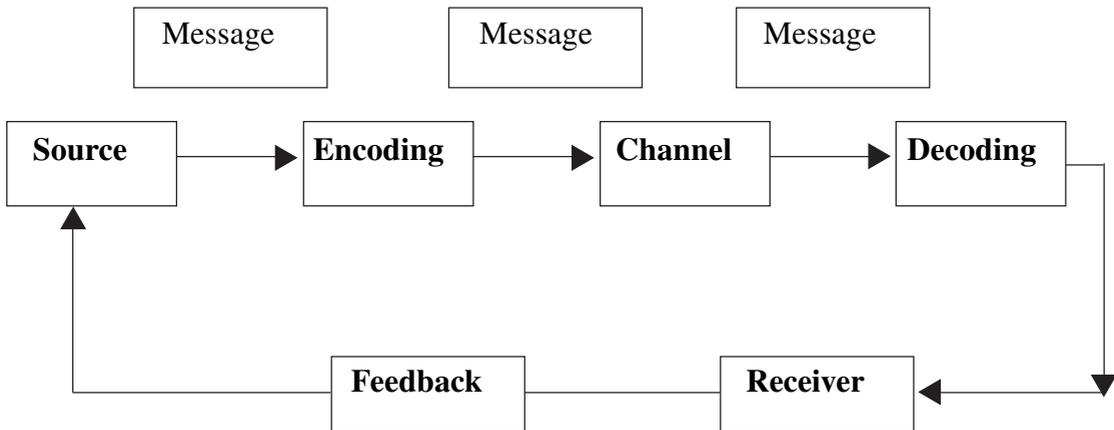
The objectives of communication are dynamic and ever-changing. Some of the common objectives of official communication are to get or give information, to ask for or give instructions or advice, to make requests, to persuade other people to agree with us.

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## 1.4 Process of Communication or Communication Model

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Communication has been described as a process, as it is dynamic in nature. The process of communication, which may be one way or two ways, has been explained by various authors. Initially communication was considered to be a linear or one way process. But as now know that communication process is a two way process where in at least two people (if not more are involved in it).



### Elements of Communication Process

To materialise the communication process, it is essential that the basic elements of communication be identified. These elements are as follows:

1. **Sender/Source:** The person who initiates the communication process is normally referred to as the sender. He is the person who transmits, spreads or communicates a message and is the one who conceives and initiates the message with the purpose of informing/ influencing.
2. **Receiver/ Encoder/ Listener:** A receiver is the targeted audience of the message. The receiver gets the message, understands, interprets and tries to perceive the total meaning of the messages transmitted by the sender.
3. **Message :** It is the information, written or spoken, which is to sent from one person to another. Message is the encoded idea transmitted by the sender. Formulation of the message is very important.
4. **Medium/ Channel:** Another important element of communication is the medium or channel. This is the vehicle or medium which facilitates the sender to convey the message to the receiver. It could be oral, written or no-verbal. Each medium follows its own sets of rules and regulations. For example, in oral communication one can afford to be a little informal, but when using written mode, all rules of communication need to be observed.
5. **Feedback:** This the top loop that connect the receiver in the communication process with the sender, who in tum acts as a feedback receiver and thus gets to know that communication has been accomplished. It also ensures that receiver has received the message and understood it is as intended by the sender. This is the

most important component of communication. Effective communication takes place when there is a feedback.

The above presented diagram gives us a clearer picture of the process and is just a diagrammatic representation.

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## 1.5. Characteristics of Communication

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The characteristics of communication are discussed below for your understanding:

- (i) **Message:** The important characteristic of communication is message. Communication will be successfully completed when the sender sends the message and the receiver understands the same. So it creates mutual understanding between the sender and the receiver.
- (ii) **Co-operative Process:** Communication is a co-operative process. It is developed between two or more persons. Communication process cannot be developed by an individual by himself only. One person is at one end to send the message and the other is on the receiving end, communication is a co-operative process.
- (iii) **Purpose:** The main purpose of communication is to motivate a response. Whatever message a sender sends, it must get a response from the receiver.
- (iv) **Pervasiveness:** Communication helps to supply information. It not only helps the management in performing different types of managerial activities, but also helps the organisation in maintaining a good relations with other persons outside of the organization. So, it is all pervasive in nature.
- (v) **Continuous Process:** Like any other activity of the organisation, communication is a continuous process. And the success of the organisation to a great extent depends on continuous flow of communication.
- (vi) **Two-way Process:** Communication is an interpersonal transmission system. Sender sends the message and the receiver receives the same and in this way the communication helps to develop mutual understanding and good relation.

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## 1.6 Scope of Communication

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Communication has unlimited scope. The scope of communication can be understood under two dimensions :

i) **External Dimension**

ii) **Internal Dimension**

**(i) External Dimension:** Regarding external dimension communication has a bigger arena. It includes building relations with external agencies and stakeholders. Effective communication can establish healthy external organisational climate in which there is trust, co operation, collaboration, innovation and commitment. Self involvement of people in various activities is inculcated to create vibrant and congenial atmosphere. Likewise depending upon how an organization looks after its advertisement, publicity and public relations function, public image and goodwill of the organization is created through effective communication.

**(ii) Internal Dimension:** A lot of communication takes place within the organization. In an organization, starting from formulating corporate vision, mission policy objectives, taking goals to their implementation, communication plays significant role. For formulating policies, top management needs to obtain information and views of the middle and lower level management through various forms. Especially for the appropriate implementation of the top management policies and plans, it is only communication which facilitates proper understanding of the policies in the right spirit. Public Relations as a management function, solely depend on right communication.

When we look at each functional department, the scope of communication further becomes clear. For example, in case of human resource department, the human resource manager needs to take care of communication to avoid grievance, dissatisfaction and industrial unrest in the entire organization.

In addition to external and internal dimensions the scope of communication be looked into as follows:

- Includes oral and non - verbal communication
- Interpersonal, intrapersonal and mass communication
- Covers only human communication
- Covers four skills - reading, writing, speaking and listening.

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## **1.7 Importance of Communication in an Organization**

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Communication plays a vital role in every walk of life. According to Luthans, some estimates of the extent of its use go up to about three - fourths of an active human being's life and even higher proportions of a typical manager's time. Communication

is the passing of information and understanding from one person to another at the same level or at different levels. It is the process by which the management reaches others in managing its work. Since managers work through others, all of their managerial functions pass through the bottleneck of communication. One person can initiate the process but he alone cannot complete it. It is completed only when it is received by others.

The role of communication becomes more critical as the organization grows in its size, complexity and sophistication. So, the system should be adjusted according to the needs of the organization from time to time.

The importance of communication can be judged from the functions performed by it, following are the important functions of communication.

- (i) **Information Sharing:** The main purpose of communication is to transmit information for a source to target individuals or groups. Various type of information is transmitted in the organization: policies and rules and changes and development in the organization etc.
- (ii) **Feedback:** There is a need to give feedback to the employees on their achievements, to the department on their performance and to the higher management on the fulfilment of goals and difficulties encountered in the communication of feedback. Which in tum helps in taking corrective measures and making necessary adjustments and realistic plans.
- (iii) **Influence:** Information is power. One purpose of communication is to influence people. The manager communicates to create a good environment, right attitudes, and congenial working relationship. All these are examples of influencing.
- (iv) **Problem - Solving:** In many cases communication aims to solving problems. Communication between the management and the unions on some issues (negotiations) is aimed at finding solutions for a problem and to evolve a consensus.
- (v) **Assists in Decision - Making:** The most important function of every manager is decision - making. In order to make accurate and appropriate decision, a manger needs to obtain information available at various channels of communication. Here the way decision is communicated will have an impact upon the outcomes of the organization in terms of co-operation and support of the people to achieve organizational goals.

- (vi) **Facilitating Change:** The effectiveness of a change introduced in an organization depends to a large extent on the clarity and spontaneity of the communication. Communication between the managers and employees helps recognizing the difficulties in the planned change, and in taking corrective action.
- (vii) **Group Building:** Communication helps in building relationships. If communication breaks down the group may disintegrate. Communication provides the necessary lubrication for the proper.
- (viii) **Gate Keeping:** Communication helps in building linkages of the organization with the outside world. The organization can use its environment to increase its effectiveness.
- (ix) **Conveying the Right Message:** The main objective of communication is conveying the right message to the right person. i.e., to the person for whom it is meant. The message conveyed should be well understood and accepted by the receiver in the right perspective.
- (x) **Ensuring Effectiveness of Policies:** The organization formulates policies and programmes to guide the work force. This should be conveyed properly to those who are really responsible for the execution of work to achieve the objectives.
- (xi) **Motivating People:** If people working in an organisation are not regularly informed about their management's expectations, plans, and policies with respect to their future growth, promotion and welfare measures, they feel frustrated and demotivated. Through various communication devices, managers declare rewards and incentives to motivate employees.
- (xii) **Useful as Grapevine:** Informal Communication or Grapevine in organizations, sometimes leading to rumours, is often used by employees to create misunderstanding. But sometimes management also takes the help of this route to assess the impact and reaction of employee before introducing proposed policy changes in the organization.
- (xiii) **Performance Feedback:** People working in an organization need to know how well they are performing and what needs to be done to achieve and exceed the standard set by management. Through measures like letter of appreciation or suggestion, the subordinates are given a feedback about the performance status.
- (xiv) **Emotive Function:** Communication facilitates the expression of feelings and satisfaction. It also enables the people to express their dissatisfaction and unhappiness through words or in writing to release their tension and frustration.

This is why in organizations there exist grievance resolution machinery and often managers and supervisors are trained how to handle employees' emotional problems and grievances.

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## 1.8 Making Communication Effective

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It is well established fact that there are certain barriers in the flow of communication that can impede not only transmission of information but also understanding and acceptance of it. So, for making the communication effective the barriers are to be removed or reduced to a very significant extent. Therefore, some factors are to be taken into consideration to evolve an effective system of communication. From the following you can understand the same.

- (i) **Purpose:** The main purpose of communication is to get behavioural response from the receiver of communication.
- (ii) **Clarity:** Communication must be clear, that means, communication process must ensure clarity of subject thereby facilitating exchange of ideas and avoiding unnecessary seeking and tendering of clarification.
- (iii) **Timings:** Communication system should be designed in such a way so that there will be least amount of barriers and the message should reach to the receiver within the required time frame. This obviously ensures effective communication system.
- (iv) **Appropriate language:** The subject matter of communication is transmitted by encoding it into some symbols. These symbols may be in the form of words, either spoken or written and gestures. However, it should be kept in mind that one way of making the communication simple is to use repetitive language with which the receiver is quite familiar.
- (v) **Credibility:** Credibility in communication is one of the important criteria for effective managerial communication. The subordinates obey the instructions of the superior because he has demonstrated through his competence that he is worthy of trust. So, any communication which is based on the trust and credibility should be followed by subordinates.
- (vi) **Empathy:** The communication should be effective if it is sensitive towards receiver's needs, feelings and perception. This is what psychologists call empathy in communication.

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## 1.9. Summary

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Communication means by which people are linked together in an organisation to achieve a common purpose. It is a process through which information and messages are transmitted from one individual to another and have understanding of it.

Communication has got different elements and these are sender, receiver, messages, communication symbols etc. Besides its elements, communication has got different characteristics and among them message, purpose of communication, pervasiveness etc. are important.

So far as the objectives of communication are concerned it is stated that communication helps the management to take decision. And to communicate the message effectively, seven steps are required and these are sender, encoding, message, receiving, decoding, response and feedback.

To make communication effective certain aspects are to be kept in mind and these are, communication must have a purpose; it must be clear to understand; the message should reach to the receiver in time etc.

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## 1.10 Exercises

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### Short Questions

1. Define the term communication.
2. Discuss two important elements of communication.
3. State any two characteristics of communication.
4. What do you mean by the term encoding?

### Broad questions

1. What do you mean by communication? What are the elements of communication?
2. Define the term communication. State the characteristics of communication.
3. What are the objectives of communication? Discuss the steps to be taken to communicate message effectively.
4. Discuss the factors to be taken into consideration to evolve an effective system of communication.

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## **Unit - 2 □ Business Communication - I**

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### **Structure**

#### **2.0 Objectives**

#### **2.1 Introduction**

#### **2.2 Formal Communication**

##### **2.2.1 Features of Formal Communication**

##### **2.2.2 Advantages of Formal Communication**

##### **2.2.3 Disadvantages of Formal Communication**

#### **2.3 Informal Communication**

##### **2.3.1 Features of Informal Communication**

##### **2.3.2 Advantages of Informal Communication**

##### **2.3.3 Disadvantages of Informal Communication**

#### **2.4 Business Communication : Meaning and Importance**

#### **2.5 Summary**

#### **2.6 Exercises**

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### **2.0. Objectives**

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After studying this unit you should be able to understand:

- The definition of formal and informal communication, their features, advantages & disadvantages.
- The basic idea of business communication and its importance.

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### **2.1. Introduction**

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It is already mentioned in the previous unit that communication is the means by which people are linked together in an organization to achieve a common purpose. This communication is of formal and informal in nature. There are also barriers to

communications. So, in order to understand such issues you are to go through the following aspects.

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## **2.2. Formal Communication**

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In any organization, different types of individuals work together to achieve the goal of the organization. This can be possible when there is an effective communication network. The communication network implies the group of people, who develop and maintain contact in order to exchange information in a formal or informal way in connection with shared interest.

Formal communication is a structured and officially prescribed communication network. Within the formal organizational structure, the management transmits official messages through these channels which are prescribed, designated and sanctioned by the management. This system of communication is called as formal communication network. This system ensures that the message will flow uninterruptedly, accurately and timely to the point to which it is directed.

### **2.2.1 Features of Formal Communication**

Formal communication network has the following features:

- (a) This system follows definite rules and regulations of the organization.
- (b) It follows a definite formal channel.
- (c) Under this system the message or information is transmitted from top authority to the subordinate in a structured form.
- (d) It may be oral or written. However, written communication has got some authentic basic to prove.
- (e) It is inflexible because it follows a specific pre-determined method.
- (f) It is of different types viz., vertical, horizontal, diagonal.
- (g) It follows a chain of command and helps to increase the cohesiveness of the message.
- (h) It is an effective system since to maintain and smoothness in the flow of messages and it is compatible with the main works of the organization.

### **2.2.2 Advantages of Formal Communication**

- (i) Formal communication follows a definite channel of transmission of messages and thereby, it is simple.

- (ii) Since formal communication system maintains a definite rule, so it is a standardized system and helps the management to give proper attention to the critical issues.
- (iii) As this system gives due weightage on feedback naturally it reduces misunderstanding between the sender and the receiver.
- (iv) Since messages are communicated through proper channel, the chances of distortion of messages will be minimum.
- (v) Formal communication system helps to fix the responsibility of each manager at all levels in respect of transmission of messages, orders etc. in proper time.
- (vi) This system of communication helps the organization to exercise better control over the activities of different peoples who perform their duties in the said organization.

### **2.2.3 Disadvantages of Formal Communication**

- (i) As this system follows a rigid path of communication message, it makes the system slow.
- (ii) At organizational level, this is a step to step communication method and hence, it is costly and time consuming.
- (iii) As this system is a step-to-step communication process, it screens the messages at various points. Hence there is a chance of distortion of message and thus, a false representation of information may occur.
- (iv) In case of emergency, formal communication system cannot be so effective.

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## **2.3 Informal Communication**

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Informal communication is the system by which people carry on non-programmed activities within the formal boundaries of the system. It is a system by which natural desire of the people can be communicated freely with each other. This is also said as a casual communication system between the employees and do not follow chain of command. The informal channel of communication is also known as ‘Grapevine’. According to Chester I. Barnard, “Communication function of the executives includes the maintenance of informal organization as an essential means of communication. The functions of informal executive organization are the communication of intangible facts, suggestion, suspicious that cannot pass through formal channel without raising issues calling for decisions without dissipating dignity and objective of authority.”

### **2.3.1 Features of Informal Communication**

The features of informal communication are as follows:

- (a) Informal communication is a need fulfillment device generated when it is found that the existing formal communication is inadequate or insufficient.
- (b) It runs through the informal channel of communication.
- (c) It is created to meet the individual as well as the group needs.
- (d) Social forces at the work place bring forth this type of communication system.
- (e) Under this communication system information does not usually move in a structured way, rather in a zigzag way at a high-speed
- (f) It does not follow any established rules of the organization or have no own rules of communication.

### **2.3.2 Advantages of Informal Communication**

- (i) Informal communication is a dynamic process and it is created on the basis of personal and social forces which help to increase the effectiveness of the communication system.
- (ii) It is flexible, spontaneous and varied in nature.
- (iii) It is created on the basis of personal and social forces and thereby increases the effectiveness of the communication system.
- (iv) The informal communication system helps in reducing the misunderstanding among the employees.
- (v) It helps to solve any organizational problem in case of an emergency with much greater speed of communication.

### **2.3.3. Disadvantages of Informal Communication**

- (i) Since it is not a routine type of communication, therefore, there is a possibility of distortion of information or message.
- (ii) In case of informal communication system transparency of information may be absent.
- (iii) No responsibility can be assigned through this communication system as it takes the form of speech, listening etc.

- (iv) It is sometimes considered as an ineffective system since it does not maintain smoothness in the flow of message.
- (v) Since it does not follow a chain of command, naturally this increases the cohesiveness of the message

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## 2.4. Business Communication : Meaning and Importance

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You know that communication is a means by which people are linked together in an organization to achieve a common purpose. Companies usually communicate with outsiders in a formal manner. But besides this, informal contacts with outsiders are very

common in organization and it is needless to mention that managers heavily depend on informal contacts with outsiders to gather information that might be of great

Business communication is the process of sharing information between people within and outside the business organisation. Effective business communication is low employees and management interact to reach organisational goals.

help to their companies. Whatever may be the nature of business communication an organization should have (formal or informal), we cannot ignore its importance.

From the following you can understand the importance business communication:

- a) **Basis for decision making:** Business communication system helps the manager to take right decision at the right time and the right place by providing the manager adequate, timely and dependable messages.
- b) **Managerial efficiency:** You know that managerial efficiency is the cornerstone on which the success and failure of the organization largely depend. Business communication helps in increasing the managerial efficiency.
- c) **Smooth functioning:** Since the activities of big business houses are complex in nature and since such activities need to be coordinated effectively the communication system should be oriented in such a way so that smooth functioning can be done in an efficient way.
- d) **Effective leadership:** Business communication system helps to create an effective and impressive leadership in the management of the organization.
- e) **Maintenance of balance in the organization:** Balance in the organization means relationship between superior and subordinate, should be good and proper so that

the objective of the organization can be accomplished. Effective business communication helps in maintaining the balance in the organization.

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## 2.5. Summary

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In corporate communication, we usually get formal and informal communication. Formal communication is a structured and officially prescribed communication network. On the other hand informal communication is known as a casual communication system between the employees and do not follow chain of command. Both the communication system have got their respective advantages and disadvantages.

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## 2.6 Exercises

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### Short Questions :

1. Define the term formal communication.
2. State any two features of formal communication.
3. State any two advantages of formal communication.
4. Define the term of informal communication.
5. Give an idea of two features of informal communication.
6. State any two disadvantages of informal communication.

### Broad Questions :

1. Define the term formal communication? What are the features of it?
2. Discuss the advantages and disadvantages of formal communication.
3. Define the term informal communication What are the features of it?
4. What are the advantages and disadvantages of informal communication?
5. State the importance of business communication.

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## Unit - 3 □ Business Communication - II

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### Structure

#### 3.0 Objectives

#### 3.1 Channels of Business Communication

#### 3.2 Barriers to Business Communication

##### 3.2.1 Meaning

##### 3.2.2 Types of Barriers to Business Communication

#### 3.3 Group Discussion

#### 3.4 Mock Interview

#### 3.5 Seminars

#### 3.6 Summary

#### 3.7 Exercises

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### 3.0 Objectives

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After studying this unit you should be able to understand:

- The channels of business communication.
  - Barriers to business communication.
  - Importance of group discussion, mock interviews and seminars.
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### 3.1 Channels of Business Communication

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From below you can understand different types of channels of business communication

- (j) **Formal Channel:** The formal channel is known as officially prescribed communication channel and this communication channel follows the organization chart. Formal communication channel may be different types and these are:
- (a) Vertical Communication.
  - (b) Horizontal Communication.
  - (c) Diagonal Communication.
- (a) **Vertical Communication:** Under vertical communication, the information is transmitted from the top level to the lower level in the organization or vice versa.

- (b) **Horizontal Communication:** When the message or information is transmitted at the same hierarchical level between the individuals within an organization, it is known as horizontal communication.
- (c) **Diagonal Communication:** When information is transmitted among the persons of different levels but not having direct superior-subordinate relationship, it is termed as diagonal communication.
- (ii) **Informal Channel:** Informal channel of communication is referred to as Grapevine communication. This type of communication channel does not follow any established rules of the organization or have no rules of communication. The message may be transmitted at a very high speed and in a zig-zag way. The informal communication channel may be of different types such as, Single Strand, probability, Gossip, Cluster etc. Under single strand channel, there will be intervening persons between the two extreme persons. So far as, probability channel is concerned, the individual communicates at random with other individuals according to the law of probability. In case of gossip channel, the individual communicates non-selectively in a gossip network, whereas in case of cluster, the individual communicates with only those individuals whom he trusts.

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## 3.2 Barriers to Business Communication

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### 3.2.1 Meaning

You know that the efficiency of an organization's managerial function is manifested through communication. But there are certain barriers in the flow of communication that stand as stumbling block that impedes not only transmission of information but also understanding and acceptance of it. Hence, it may be said that barriers to communication mean obstacles to the process of communication.

### 3.2.2 Types of Barriers to Business Communication

Barriers to communication are classified into different heads out of which two heads are very important and these are as under:

- (a) **External Barriers:** Barrier that arises due to external causes of an organization, is known as external barrier. The external barriers are of different forms and these are as under:

- (i) **Semantic Barriers:** When the sender communicates the information to the receiver and the receiver interprets or understands the same completely in a reverse manner, it is said that semantic barrier arises. In other words, semantic barriers arise from the linguistic capacity of the parties involved.
- (ii) **Psychological Barriers:** This is the prime barrier to communication. As communication helps in establishing inter-personal relationship and as interpersonal relationship depends on psychological status of both the parties involved in the communication system, naturally there is every possibility of breaking such relationship because of some behavioral characteristics of human beings viz., emotions, excitement etc. therefore, psychological factor acts as important barrier to communication.
- (b) **Internal Barriers:** Internal barriers actually develop due to various organizational aspects. Here organizational aspects mean organizational structure, organizational policy, rules etc. so far as organizational structure is concerned, a long distance between different organizational levels the orders and directions flow step by step which may cause distortion of messages and loss of flow of messages. On the other hands, organization rules may restrict the flow of certain message. Among different internal barriers other internal barriers are there that may cause damage to the organization and these are overloading of information, attitude of the superior, lack of confidence in subordinates, lack of proper motivation to communicate etc.

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### 3.3. Group Discussion

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Communication is the body and soul of an organization. Organization exists mainly on good communication network. In an organization, you have found several types of groups. In order to select right persons in those groups several measures are taken of which group discussion is an important measure. With the help of group discussion an organization takes tests of large number of candidates appearing for the same job. The group discussion helps in identifying the candidates having leadership capacity. In a group discussion no one is appointed as a leader to conduct the discussion. The members in the group are at liberty to express their opinions on a given topic or subject. This discussion process continues and usually for a period of 20 to 30 minutes. Through this exercise right person can be identified who has got the leadership potentials.

### **3.4. Mock Interview**

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Mock interview is not a genuine interview. In other words, it is a trial interview and is an effective method of preparation of an interview. In a mock interview several questions are asked to the prospective candidates, so that at the time of actual interview, they do not face any problem. The mock interview helps the participants to build up his confidence because of the fact that they know that they have corrected their shortcomings in the course of mock interview.

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### **3.5. Seminars**

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It is a knowledge based training method. In a seminar large number of participants can be trained with ideas. Here, the participant can exchange their views and they are also enlightened with new thoughts and ideas. So, in a nutshell seminar provides good opportunity to the participants in discussing cases, problems or certain concepts.

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### **3.6. Summary**

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Business communication, as you know help to take proper decision. It has got different types of channels viz., formal channel, and informal channel.

Besides those channel, there are certain barriers to business communication which stand as stumbling block that impedes not only transmission of information but also understanding and acceptance of it. Such barriers are external and internal in nature.

In business communication different aspects are there that will help the business world to select right person to deal with different business issues and these are group discussion, mock interview, and seminar.

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### **3.7. Exercises**

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#### **Short Questions :**

1. What do you mean by formal channel?
2. What is horizontal communication?

3. What do you mean by external barriers?
4. What is meant by mock interview?

**Broad Questions :**

1. Discuss the channels of business communication. What are the barriers to business communication?
2. Distinguish between external barriers and internal barriers to communication.
3. Define the following:
  - (a) Group discussion;
  - (b) Mock interview;
  - (c) Seminar.

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## **Unit - 4 □ Modern Form of Communication**

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### **Structure**

#### **4.0 Objectives**

#### **4.1 Introduction**

#### **4.2 Definition of E-mail**

##### **4.2.1. Advantages of E-mail**

##### **4.2.2. Disadvantages of E-mail**

#### **4.3 Definition of Video-conferencing**

##### **4.3.1. Advantages of video-conferencing**

##### **4.3.2. Disadvantages of Video-conferencing**

#### **4.4 Social Media as a form Communication**

##### **4.4.1 Facebook**

##### **4.4.2 Whatsaps**

##### **4.4.3 Twitter**

##### **4.4.4 Instagram**

#### **4.5 Summary**

#### **4.6 Exercises**

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### **4.0 Objectives**

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After studying this unit you should be able to learn :

- definition of E-mail, its advantages and disadvantages.
- definition of Video-conferencing, its advantages and disadvantages.
- different social media as a form of communication

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### **4.1 Introduction**

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You know that corporate communication is the exchange of information and ideas within and outside world of a corporate organisation. In the corporate communication

system, we notice different types of modern forms of communication and among those four are very important. These are e-mail, Facebook, Whatsaps, video-conferencing. From the following you can understand their usage.

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## **4.2 Definition of E-mail**

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E-mail is the abbreviated form of Electronic mail. It is a system whereby a computer user can exchange messages with other computer users via a communication network. Hence it can be stated that e-mail is a computer based message sending system. E-mail helps to send message across the globe within a few seconds at the cost of a single local telephone call. In sending information through e-mail one should apply to Videsh Sanchar Nigam Limited. Besides this there are other private organisations which provide internet services and such organisations are yahoo.com, rediffmail.com etc. For e-mail a message, a computer, modem, software (internet explorer), telephone connection and link with satellite are required.

### **4.2.1 Advantages of E-mail**

E-mail is the quickest form of written communication. It has got the following advantages :

- (a) It is the speediest form of written communication.
- (b) Message in the form of chart, diagram, picture etc. can be sent to the destination accurately. It is a substitute of telegram service.
- (c) Message can be sent anywhere with an involvement of least cost and at a high speed.
- (d) It is very easy to handle and does require minimum training.
- (e) It can establish a direct communication network.

### **4.2.2. Disadvantages of E-mail**

Disadvantages of e-mail are as under:

- (a) Without having technological knowledge on internet and computer, the organisation cannot take the advantage of the same.
- (b) E-mail is one to one communication system and therefore, more than one person cannot be contacted.

(c) E-mail does not convey emotion.

(d) High initial cost involves in E-mail service because to get the service, computers, modem, software are required.

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### 4.3 Definition of Video-conferencing

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Video conference has emerged as a new communication tool. This tool is widely used by offices having wide spread branches and foreign connections.

At video conferences the people staying at distant places can both see and hear each other and can

Some examples of video-conferencing platforms are :  
(i) Zoom, (ii) Google Meet, (iii) Cisco WebEx.,  
(iv) Ms Teams, (v) Skype, etc.

exchange views/messages through telecommunication system. It is used mainly for meeting purposes. It is very useful when it is difficult to arrange a meeting for much expensive or when long distance travel is involved. It enables the people in different places within India and abroad to carry on face to face discussion.

#### 4.3.1. Advantages of Video-conferencing

(i) Right now video-conferencing is the most popular and modern tool for business communication.

(ii) It minimises the misunderstanding among the participants, as they can see and exchange their views each other.

(m) Without appearing face-to-face a number of person can discuss about a subject.

(iv) With the help of this tool, human relation can be established and distance among the participants in the conference can be minimised.

(v) This mechanism not only breaks the geographical mooring, but also the whole world comes within a chamber.

#### 4.3.2. Disadvantages of Video-conferencing

(i) This arrangement is highly cost-expensive.

(ii) This facility will become an one sided discussion if all the participants do not get an equal opportunity for expressing his thoughts.

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## 4.4 Social Media as a form of Communication

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### 4.4.1 Facebook

Facebook is a website which allows, users who sign-up for free profiles to connect with friends, work colleagues or people they don't know, online. It allows users to share pictures, music, videos, articles as well as their own thoughts and opinions with however many people they like. So facebook is a social networking site that makes it easy for you to connect and share with family and friends online. Originally designed for college

students. Facebook was created in 2004 by Mark Zuckerberg while he was enrolled at Harvard University. Facebook has quite a

The Social media platforms are now becoming very popular for integration and sharing of information, photo graphs etc. Examples of such platforms are Facebook, WhatsApp, Twitter, instagram, Wechat etc.

lot features but its main feature is the Newsfeed where the users see the contents from the facebook friends and pages he follows.

### 4.4.2 Whatsapp

Whatsapp messenger is a cross-platform instant messaging application that allows users to exchange text and media messages through their mobile devices. The name “Whatsapp” came from the greeting phrase “What’s up?”. Whatsapp is a free multiplatform messaging app that lets you make video and voice calls, send text messages, and more – all with just a Wi-Fi connection.

Whatsapp was founded by Jan Koum and Brian Acton who had previously about 20 years combined at Yahoo. Whatsapp joined Facebook in 2014 but continues to operate as a separate app with a laser focus on building a messaging service that works fast and reliably anywhere in the world.

### 4.4.3 Twitter

The full form of Twitter is short burst of inconsequential information and chirps from birds. It's used on computing, Internet in worldwide. Twitter is an online social networking and micro-blogging service that enables its users to send and read posts, known as “tweets”. Tweets can be up to 140 characters long and can include links to relevant website and resources. Twitter users follow other users. If you follow someone you can see their tweets in your twitter “timeline”. Twitter is a secure website , as it requires password protected accounts for all of it users. Twitter is a social media site, and its primary purpose is connect people and allow people to share their thoughts with a big audience.

#### **4.4.4 Instagram**

Instagram is a free, online photo-sharing application and social network platform that was acquired by Facebook in 2012. Instagram allows users to edit and upload photos and short videos through a mobile app. Instagram is not only a tool for individuals, but also for business.

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### **4.5 Summary**

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In corporate communication system, we observe different types of modern forms of communication and these are e-mail, video-conferencing etc. E-mail is a system whereby a computer user can exchange messages with other computer users via a communication network. Video conferencing is the latest communication system. At video conferences the people staying at distant places can both see and hear each other and can exchange views/messages through telecommunication system. All the communication systems have got their respective features, advantages and disadvantages.

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### **4.6 Exercises**

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#### **Short Questions**

1. What do you mean by corporate communication?
2. What is Fax?
3. State any two features of Fax.
4. What is e-mail?
5. Discuss the two advantages of e-mail.
6. What do you mean by video conferencing?
7. State any two disadvantages of video-conferencing.

#### **Broad Questions**

1. What is fax? Discuss its advantages and disadvantages.
2. What do you mean by e-mail? What are its advantages and disadvantages?
3. What is video-conferencing? Give an idea about its advantages and disadvantages.

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## **Unit - 5 □ Practice in Effective Communication**

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### **Structure**

#### **5.0. Objectives**

#### **5.1. Introduction**

#### **5.2. Notice**

#### **5.3. Circulars**

##### **5.3.1 Distinction between Notice and Circulars**

#### **5.4 Minutes**

#### **5.5 Resolutions**

##### **5.5.1 Types of Resolutions**

##### **5.5.2 Distinction between a Motion and a Resolution**

##### **5.5.3 Rules for Drafting Resolutions**

#### **5.6 Definition of Report and its Features**

#### **5.7 Types of Reports**

##### **5.7.1. Styles of Reports**

#### **5.8 Summary**

#### **5.9 Exercises**

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### **5.0. Objectives**

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After studying this unit you should be able to understand:

- The definition of notice, circulars, minutes, resolutions and report.
  - The style and types of report.
  - Rules for drafting report.
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### **5.1. Introduction**

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You know that to run an organization in an efficient way it is necessary to convene meeting and resolutions are to be taken. Besides these, different types of reports are to be prepared and to prepare reports there are certain rules. From the following discussions you can get an idea about how to draft notice, minutes, resolutions, reports and circulars.

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## 5.2 Notice

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Notice is an instrument of intimating the members regarding the **day, date, time** and **place** of the meeting and also the matters to be transacted there at. It is the first step of holding a meeting. A meeting cannot be held validly unless a notice is served to all the members entitled to get it.

### Rules of drafting a notice:

The following rules should be considered while drafting a notice:

- (i) The notice should be prepared in the letter-head of the organization.
- (ii) The notice must state the **day, date, time** and **place** of the meeting.
- (iii) The notice should also contain the agenda of the meeting.
- (iv) The notice should be brief, clear, free from ambiguity and drafted in simple language.
- (v) Notice should be written in an impersonal manner and indirect speech.
- (vi) Lastly, the notice must be dated and signed by the convener.

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## 5.3. Circulars

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A circular is a written communication addressed to all customers or public in general to convey some material changes in the constitution or nature of business or its policy. A circular may be of two types - general or ordinary circular and trade circular. A trade circular differs from an ordinary circular in respect of purpose. Trading concerns usually issue trade circulars for business purposes. Through a trade circular, a trading concern brings its goods to the notice of potential buyers and solicits their favour and patronage. Such circulars are used to stimulate sales of an old product or to inform the opening of a new branch or while offering a new product to the old customers. Circulars are usually drafted in the form of a letter addressed to customers or other persons by name.

### Rules of drafting a Circular:

The following rules should be followed in drafting a circular or a circular letter.

- (i) The circular must be written in an attractive and persuasive language.
- (ii) It must be pleasing in form and content and having a personal touch.

- (iii) Where the circular is lengthy, it should be written in such a manner so that it can hold the interest of the reader till the end.
- (iv) The circular should appreciate the customer and should include and appeal for continued patronage.

### 5.3.1. Distinction between Notice and Circulars

The common differences between a circular and a notice are presented hereunder:

<b>Notice</b>	<b>Circular</b>
1. Notice is an intimation to members regarding the day, date, time and place of the meeting. So it is specific.	1. A circular conveys information, to the friends, customers and public. So it is not specific, rather general.
2. A notice is served according to the rules of the organization. It has a specific length.	2. But a circular may be sent at any time and even at regular interval.
3. The notice is a pre-condition of meeting.	3. A circular conveys a policy matter of the organization.
4. But has a notice has a definite form.	4. A circular has no definite form.
5. Drafting of notice is more or less a formal affair.	5. But a circular is to be drafted in an attractive and persuasive manner.

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## 5.4. Minutes

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The minutes of a meeting is the official record of the proceedings of the meeting and the resolutions adopted therein. When the minutes are duly confirmed, it gets the force of law and is acceptable in a court of law as evidence. It is of two types : (i) Minutes of narration, and (ii) Minutes of decision.

### Rules for drafting Minutes:

While drafting the minutes one should keep in mind the following rules :

- (i) Minutes should be brief and based on facts.

- (ii) It should be written in simple language, free from ambiguity and in the past tense.
- (iii) It should be affirmative, divided in paragraphs for each item of the agenda.
- (iv) As far as possible, exact wording of the resolution be recorded in the minutes.
- (v) Minutes must contain the following information in respect of each resolution passed—
  - (a) Name of proposer and seconder.
  - (b) Whether passed unanimously or by majority votes.
  - (c) Manner and result of voting etc.

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## 5.5. Resolutions

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It is the formal expression of the will or opinion of the members of a meeting. A motion, when discussed, voted upon and adopted, becomes a 'Resolution'. It is the agreed decision of the members of a meeting. A meeting is primarily held to adopt resolutions on matters placed in the meeting.

### Rules for drafting Resolutions :

Resolutions are the vital records of the organization.

Therefore, due care should be taken while drafting resolutions. Normally following rules guide the drafting of resolution of a meeting.

- (i) For each subject matter, there will be a separate resolution.
- (ii) The terms of the resolution should be brief, simple and free from ambiguity.
- (iii) The resolution should preferably be started with the word 'Resolved that'.
- (iv) The resolution should be complete and factual.
- (v) In case of resolution in a company, the related section of the company law may be referred.

### 5.5.1 Types of Resolutions

According to the provisions of the Companies Act, 1956, a Resolution may be of two types-

- (a) Ordinary Resolution, and (b) Special Resolution.

**(a) Ordinary Resolution**

An ordinary Resolution is one that requires the sanction of a sample majority of members present in person or by proxy at the meeting. Ordinary Resolution need not be notified in the Agenda; only the subject-matter should be mentioned in it. Routine matters including passing of accounts, declaration of dividends, appointment of Directors, Auditors, Secretaries, etc. are passed by Ordinary Resolution.

**(b) Special Resolution**

A special Resolution deals with special extraordinary or emergent transactions and as such it requires the approval of a specified number or proportion of the votes cast. Section 189(2) of the Companies Act, 1956, provides that a special Resolution should be adopted only with a majority of not less than three-fourths of the members present and voting (includes proxies). The Companies Act further specifies that Special Resolution will require a notice of not less than 21 days. A Special Resolution when passed must be filed with the Registrar of Companies within 15 days from the date of passing of the Resolution.

Special Resolution is necessary for the following purposes :

- (i) Alterations the provisions of Memorandum and articles of Association (including change of office, object, capital, name etc.
- (ii) Consideration of a proposal to keep a part of capital as Reserve Capital.
- (iii) Payment of interest out of Capital.
- (iv) Remuneration of Directors
- (v) Holding of office of profits by Directors
- (vi) Voluntary winding up etc.

**Resolution requiring special notice**

The following special resolutions require special notice:

1. Appointment of an auditor excepting the retiring auditor.
2. Decision to the effect that the retiring auditor will not be reappointed.
3. Appointment of those persons as directors who are not otherwise fit for appointment as directors.

#### 4. Removal of a director before fulfilment of the terms and filling up the vacancy.

In the above cases, the shareholders may bring resolution on such matters in the General Meeting. The intention of bringing such resolution must be notified to the company 14 days before the notice of the meeting at which such resolution is to be moved. The company must notify about notice for such resolution along with notice for the meeting at least 21 days before the holding of the meeting. If it is not possible to do so, this notice should be published in local newspapers or in other proper ways (Sec. 190). Such resolution should be passed at three-fourth majority.

### 5.5.2 Distinction between a Motion and a Resolution

The following are the points of differences between a motion and a resolution :

Motion	Resolution
1. A motion is a proposition or a question placed before the meeting for consideration. It cannot be considered a resolution until it is passed by the house.	1. A resolution is the decision of the meeting on a matter placed before it. It is the final outcome of a motion which is passed by the meeting.
2. A motion may be amended at any time before it is put to vote. It will come here.	2. A resolution once adopted by the meeting cannot be amended except by passing at a subsequent meeting another resolution repealing the original resolution.
3. A motion may be withdrawn with the unanimous consent of the meeting.	3. A resolution once adopted cannot be withdrawn subsequently except by its subsequent rescission at a subsequent meeting by a separate resolution.
4. A motion is just like a “Bill” of Parliament.	4. A resolution is just like an “Act” of Parliament. It becomes the will of the organisation or body corporate.
5. A motion may be formal or informal. (e.g., a motion of thanks is formal)	5. A resolution may be either ordinary special.
6. A motion commence discussion on an agenda item.	6. A resolution concludes the discussion on a particular agenda item.

### 5.5.3 Rules for Drafting Resolutions

Resolutions are vital records of the organisation. Therefore, the care should be taken while drafting resolutions. Normally following rules guide the drafting of resolution of a meeting:

1. For each subject-matter, there will be a separate resolution.
2. The terms of the resolution should be brief, simple and free from ambiguity
3. The resolution should preferably be started with the word “Resolved that”.
4. The resolution should be complete and factual.
5. In case of resolution in a company, the related section of the company law may be referred.

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## 5.6. Definition of Report and its Features

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A report is a structured written document in which a specific issue is examined for the purpose of conveying information, in order to report findings, to answer a request, to put forward ideas and make recommendations or offer solutions. So, a report is a statement or an account on some **happenings, findings, observations or recommendations** prepared either by an individual or by a group. A report may be oral or written, formal or informal, routine or special etc. it is actually an organized statement of facts relating to a particular subject with or without recommendations.

**Features :** A report usually contains the following features:

- (i) It is based upon facts and supported with statistics, data references etc.
- (ii) It is always related to a definite purpose.
- (iii) A report must be prepared in proper form and style.
- (iv) A report must be signed by the preparer.

An effective report is one that is written appropriate to its purpose and audience, accurate, logical; clear and concise; and is well organized into clear section headings.

Purpose, audience and types of reports keep in mind what your audience needs to know, this will dictate what type of report you will need to write and the amount of detail to be contained therein. Some questions you need to keep in mind include:

1. Who has written the report and for whom?
2. How is it relevant to them?
3. Why has the report been written?
4. Why should they read the report?

5. Why will the audience do with the information?
6. What are the topics covered?
7. What are the recommendations or outcomes?

It is most important to think about your reader(s) in terms of their wants, needs and expectations. The level of knowledge they have on the topic and their individual areas of expertise could impact greatly on how your report is received.

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## 5.7 Types of Report

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Depending on the nature and purpose, the report may be classified into different types, They are:

- (i) **Formal Report:** A formal report is drafted in prescribed form, factual and as a routine matter.
- (ii) **Informal Report:** Such a report does not follow any prescribed form or procedure. The report usually contains the opinion or recommendations of the maker.
- (iii) **Statutory Report:** These reports are prepared following statute or law. These reports are statutorily required for an organization. Annual Return of a company is a statutory report.
- (iv) **Privileged Report:** Some reports enjoy privilege on some occasions. These reports are protected from legal action of defamation. Reports of parliamentary proceedings are of this type.
- (v) **Routine Report:** When reports are prepared as a routine matter are called routine reports. Such reports are presented at a regular interval. A routine report contains some facts or information in details or in brief. The auditor's report on the accounts of a company and the Director's report are examples of routine report. A routine report usually does not contain any recommendation.
- (vi) **Special Report:** Such reports are prepared for some special purposes like enquiry or investigation by a member or a committee or a sub-committee. A special report is, in many cases, of confidential nature and contains some recommendations in addition to facts and information. An enquiry report, a technical report etc. are examples of special report.

### 5.7.1 Style of Report

Drafting of report is an art. Therefore, it varies in style from concern to concern. However, the basic style remains almost same.

In case of an **informal report**, the style of business letter is usually followed. Such a report usually contains - heading or title, inside address, salutation, the body, complimentary close and signature. But in case of formal report, the style is not so simple. The style of a formal report usually contains the following:

- (i) The **heading or title** i.e., the subject of the report in brief.
- (ii) **Address** i.e., to whom the report is to be submitted.
- (iii) **Contents** i.e., a list of topic or chapter.
- (iv) The **body of the report** i.e., the statement of facts. The body is normally divided into four parts - (a) Introduction, (b) Findings, (c) Conclusion, and (d) Recommendations.
- (v) **Reference** i.e., source of materials.
- (vi) **Signature**.

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## 5.8. Summary

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Notice is an instrument of intimating the members regarding the day, date, time and place of the meeting. A circular is a written communication addressed to all customers or public in general to convey some material changes in the constitution or nature of business or its policy. The minutes of a meeting is the official record of the proceedings of the meeting and resolutions adopted therein. A report is a statement or an account on some happenings, findings, observations or recommendations prepared either by an individual or by a group. There are different types of reports viz., formal report, informal report, statutory report etc.. Certain rules are to be observed in drafting report.

## 5.9 Exercises

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### Short Questions

1. Define the term notice.
2. What is Circular?
3. What do you mean by the term minutes?
4. Define 'Resolution'.
5. What is 'Report'?
6. What do you mean by 'Special Report'?

### Broad Questions

1. Define the term notice and circular. Distinguish between these two.
2. What is minutes? What rules are to be followed in drafting minutes?
3. What do you mean by Resolution? What are the rules for drafting resolutions?
4. What is Report? What are its features? What styles are to be adopted in drafting report? Define the term report. Discuss different types of report.

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## **Unit - 6 □ Drafting**

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### **Structure**

#### **6.0 Objectives**

#### **6.1 Introduction**

#### **6.2 Rules for drafting a Report**

#### **6.3 Drafting of Notice, Minutes, Resolutions Reports, Circulars**

#### **6.4 Records**

##### **6.4.1 Importance**

#### **6.5 Summary**

#### **6.6 Exercises**

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### **6.0. Objectives**

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After studying this unit you should be able to understand:

- Rules for drafting report.
- Drafting of notices, minutes, resolutions, reports, and circulars.

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### **6.1. Introduction**

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You know that to run an organisation in an efficient way it is necessary to convene meeting and resolutions are to be taken. Besides these different types of reports are to be prepared and to prepare reports there are certain rules. From the following discussions you can get an idea about how to draft notice, minutes, resolutions, reports and circulars.

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### **6.2. Rules for drafting a Report**

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- (i) The reports are presented to the appointer or to the appropriate authority.
- (ii) The language should be simple, clear, and free from ambiguity and also from negative statement.
- (iii) The report should be written in first person when it is prepared and submitted by a single person but in third person when it is prepared by a committee.

(iv) It should be written in a narrative and logical way. Data and information included in the report must be complete, accurate and reliable.

(v) The recommendations or suggestions must be free from biasness.

(vi) It should be brief, complete and at par with the purpose.

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### **6.3 Drafting of Notice, Minutes, Resolutions, Reports, Circulars**

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(a) Notice of an **Annual General Meeting** of a company.

#### **Charu Ltd.**

Regd. Office : 15 N D Road,

Howrah

#### **Notice**

Notice is hereby given that the 12th Annual General Meeting of the company will be held on Friday, the 27th August, 2021 at the registered address of the company at 3 p.m. to transact the agenda given below :

All members are requested to be present in person or by proxy.

Dated the 10th July, 2021

By order of the Board

P. Rana

(Company Secretary)

#### **Agenda :**

##### **Ordinary Business :**

1. To confirm the minutes of the last AGM.
2. To consider and adopt the Directors' report, Audited Accounts and Balance Sheet for the year ended 31.03.2021
3. To declare dividend.
4. To elect directors in place of directors retiring by rotation.
5. To appoint the company's auditor and to fix his remuneration.
6. To transact any other ordinary business of the company.

##### **Special Business :**

7. To appoint M/S Karan & Co. as the sole selling agent for Kolkata district, a formal appointment has already been given to him by the Board of directors but requires ratification at the general meeting according to the Companies Act, 2013.

**Note :**

1. A member is entitled to appoint one or more proxies to attend an vote on his behalf and such a proxy need not be a member of the compny.

2. The share Transfer Book will be closed on 25th July, 2021 and will reopen on 30th August, 2021.

(b) Notice of the **First Board** Meeting of a company.

**Alpha Co. Ltd.**

10, Bidhan Sarani

Kolkata-700006

**Notice**

20th December, 2021

To

Mr. K. Mahanti

14, Park Street

Kolkata - 700016

Sir,

This is to inform you that the first meeting of the Board of Direcrtors of the company will be held at its registered office on Thursday, 30th December, 2021 at 3 p.m. You are requested to be present in the meeting.

Yours faithfully,

T. Basu

Secretary

**Agenda :**

1. Election of the Chairman.
2. Production of the certificate of incorporation, the Memorandum and Articles of Association.
3. Appointment of Managing Director, Auditor, Secretary and Bankers.
4. Adoption of company's Common Seal.
5. Fixation of the quorum for the Board Meeting.
6. Any other business with the approval of the chairman.

(c) Notice of a Board Meeting, other than the First Board meeting (viz. **9th Board meeting**).

**XYZ LTD.**

17, M. G. Road

Kolkata-700007

**Notice**

4th October, 2021

To

Mr. S. Maitra

15, Zamir Lane

Howrah-711103

Sir,

This is to inform you that the 9th Board Meeting of the company will be held on Friday, the 22nd October, 2021 in the Board room of the company at 2 p.m. to consider the items included in the agenda. You are requested to be present in the meeting.

Yours faithfully,

S. S. saha

Secretary

**Agenda :**

1. To read and confirm the minutes of the last meeting.
2. To consider the applications for transfer of shares.
3. To consider the opening of a new branch at Durgapur.
4. To consider the placement/promotion of staffs.
5. To fix up the date of the next Annual General Meeting.
6. To open a current A/c with the SBI Bank, M G Road Branch.
7. To consider the appointment of an additional director.
8. Miscellaneous.

**(d) Drating of Minutes**

Minutes of proceedigns of the **First Board Meeting** of a Public Limited Co.

**KARAN FIBERS LTD.**

5a, Pas Road

Kolkata - 700029

Mintues of the first meeting of the Board of Directors of the company held at the registered office of the company on 20th December, 2021 at 3 p.m.

Members present :

1. R. P. Ghosh (Director)
2. P. Benerjee (Director)
3. S. Karati (Director)
4. D. Rana (Director)
5. S. Rana (Director)

1. **Election of Chairman** : On the motion of Sir S. Rana and seconded by P. Banerjee, Sri R. P. Ghosh is unanimously elected Chairman of the Board of Directors. Sri R. P. Ghosh took the chair to preside over the meeting.

2. **Adoption of certificate Incorporation, Memorandum and Articles of Association** : S. Karati palced in the meeting the certificate of incorporation, the Memorandum and articles of Association. The documents are considered and adopted unanimously.

3. **Appointment of Managing Director and Secretary** : On the motion of S. Rana and seconded by D. Rana, it is resolved that Sri P. Banerjee be, and is hereby appointed as the Managing Director of the company subject to Government approval.

As proposed by Sri P. Banerjee and seconded by S. Rana, it is resolved that Sri S. Karati and is hereby appointed as the secretary of the company and his remuneration be fixed at Rs.75,000 per month.

4. **Appointment of Auditor** : M/S Chatterjee & Co., Chartered accountant be, and is hereby appointed as the first auditor of the company on a remuneration of Rs. 80,000 per annum.

5. **Appointment of Banker** : It is resolved that a Bank A/c will be opened with the

SBI Bank, Pas Road Branch. Resolved further that two directors including the managing director be authorised to operate the Bank Account jointly.

**6. Adoption of Seal :** The Company's Common seal is adopted and a copy of the seal is given as under.

### **CIRELA**

The meeting ends with a vote of thanks to the chair.

15.01.2021

S. Karati  
(Secretary)

R. P. Ghosh  
(Chairman)

### **(e) Drafting of Resolution**

#### **Resolution passed by Circulation (i.e., without holding a meeting)**

### **XYZ CO. LTD.**

Regd. Office : 576 G. T. Road  
Howrah

#### **Resolution by Circulation**

To

All the Directors,

The following draft resolution is hereby circulated to all the directors of the company for their approval.

#### **Draft Resolution**

“Resolved that Mr. M. M. Maji, an additional director of the company, whose tenure of service expires on 15.12. 2021 on the completion of 6 months now be appointed for a further period of six months or upto the next Annual General Meeting, whichever is shorter”.

The directors are requested to note their approval or disapproval in the space provided below:

Howrah  
12.12.2021

Yours faithfully,  
A. Raha  
(Secretary)

Name of directors	For the Resolution (Write “Yes”)	Against the Resolution (Write “No”)	Signature

**(f) Drafting Reports**

Report on the desirability of installing **computerised accounting system** (computerisation) in the office.

**XYZ CO. LTD.**

Reg. Office : 21 Stand Road  
Kolkata

Dated 7th Sept. 2021

To  
The Managing Director,  
XYZ Co. Ltd.  
21, Strand Road  
Kolkata-1  
Sir,

**Sub : Automation of office work**

As directed, I am submitting hereunder my findings on the above subject alongwith my suggestions for your kind perusal and consideration.

You know it well that the volume of work in our office has been increasing rapidly during the last two years. It is also a well-known fact that modern office organisation demands efficiency, economy and speed. After thorough investigation, I am convinced that the efficiency of our office cannot be attained without automation. The mechanisation will not only benefit the management but also the staff and the public.

From the view point of management, it effects economy in office expenses by reducing personnel requirement, by fostering efficiency and accuracy in office work.

From the viewpoint of the employees, there is little cause of alarm. There may be temporary maladjustment of the employees resulting in retrenchment. But ultimately the employees will be benefited. It will reduce monotony and pressure of work. Efficiency of the staff will increase. Quality of work will be improved and there will be speed in the performance of the staff.

The customers and the public in general will also get the benefits of mechanisation. Speed and accuracy in work will increase confidence of the public.

The extent of automation will depend on the availability of space, finance, personnel and degree of response from the staff. A phased programme for execution can be tasted.

I trust that my report will convince you of the necessity of automation in our office and will enable you to arrive at a decision in the matter.

Yours faithfully,  
K. Sandhu  
(Secretary)

**(g) Drafting of Circulars**

1. Draft of Circular letter announcing the establishment of a new business.

**Biswas Traders**  
20, College Street,  
Kolkata-700073

15.09.2021

Circular No.—C/21

Dear Sir,

We have the pleasure to announce that we have opened a tea counter at the address mentioned above. Tea of good quality will be sold on wholesale and retail basis to the customers on and from 20th September, 2021. We have sufficient stock of large varieties of tea — CTC, Leaf, Dust in different blends. We assure you selling of each variety of tea at a competitive price. Our satisfaction is the satisfaction of our valued customers. We request your kind favour and patronage.

Yours faithfully,  
D. P. Konar  
(Manager)

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## 6.4. Records

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- Records are the memory of any business organization.
- A record may be any material thing which serves to perpetuate or preserve knowledge of acts, events, facts, or ideas.
- Records are any written or graphic material related to the business which reflects the activities of any office such as material in active use and in storage like reports, legal documents, and other administrative documents.
- Published matter like books, magazines, and newspapers are not considered as “records”.

### 6.4.1 Importance of Records

An important characteristic of “records” is that they usually consist of material that can be classified and arranged in a methodical manner for preservation and ready reference.

#### **Why must records be managed?**

1. To regulate the great volume and variety of documents and papers currently revived and created in transacting business.
2. To accommodate and control natural increase in volume and variety due to growth of population, new functions, and related activities.
3. To provide method to ensure prompt attention, rapid movements, guide finding, safe storage, and proper disposal of documents and papers.
4. To control and reduce cost of paperwork.

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## 6.5 Summary

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Notice is an instrument of intimating the members regarding the day, date, time and place of the meeting. A circular is a written communication addressed to all customers or public in general to convey some material changes in the constitution or nature of business or its policy. The minutes of a meeting is the official record of the proceedings of the meeting and resolutions adopted therein. A report is a statement or an account on some happenings, findings, observations or recommendations prepared either by an individual or by a group. There are different types of reports viz., formal report, informal report, statutory report etc. Certain rules are to be observed in drafting report.

## **6.6 Exercises**

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### **Short Questions**

1. What would be the language of a report?
2. What would be the nature of a report?
3. What is 'Report'?

### **Broad Questions**

1. Define the term report. Discuss different types of reports. What rules are to be followed for drafting a report?
2. Write a notice of 10th Annual General Meeting of Sunfeast Co. Ltd.
3. Write a notice of First Board Meeting of Tixco Co. Ltd.
4. Draft the minutes of the First Board Meeting of Infodoc Solutions Ltd.
5. Draft a report on the desirability of installing mechanised accounting system in the office of Vibzet Co. Ltd.

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## **Unit - 7 □ Writing Skill**

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### **Structure**

**7.0 Objectives**

**7.1 Introduction**

**7.2 Definition of Business Letter**

**7.3 Importance of Business Letter**

**7.4 Style of Business Letter**

**7.5 Essentials of Business Letter**

**7.6 Form and Arrangement of Business Letter**

**7.7 Drafting of Different Types of Business Letter**

**7.8 Summary**

**7.9 Exercises**

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### **7.0 Objectives**

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After studying this unit you should be able to understand:

- The definition of business letter.
  - Importance of business letter.
  - Style of business letter.
  - Essentials of business letter.
  - Form and arrangement of business letter.
- 

### **7.1 Introduction**

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You know that the success and failure of any organisation largely depends on the communication system. Business letters are one of the most important methods of communication system. Business letters should have some attributes that will help the sender to communicate the message to the receiver. Business letters are of different types. From below you will be able to understand the same.

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## 7.2 Definition of Business Letter

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The present days are the days of infotech, computers and telecommunication. Yet, letter is still the chief way, of conveying message. Letters are actually the media of written communication. Every organisation, be it small or large, receives and sends letters as a matter of routine work.

Business letters mean communication of information on ‘matters of trade and commerce’. Through letters, businessmen and business houses communicate with each other on business matters. A business letter always works for the business purpose.

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## 7.3 Importance of Business Letter

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The primary function of a business letter is to convey some information to the customers, the suppliers, the debtors, the creditors, the government authorities and the public at large. Actually, business letters initiate, carryout and conclude transactions.

Businessmen must establish contact with the people on which the prosperity of business depends. The contact with the people can be done by various ways. But letters are still the cheapest way of communication. The importance of business letters as the cheapest and most extensive form of communication was first realised in America and United Kingdom. Now this method has been accepted all over the world as the best method of communication. This has become possible with the introduction of world wide postal network. The importance of business letters can also be recognised from the following points:

- (i) Letters are useful for both short and long distant places.
- (ii) The letter may be of small or big size according to the requirement.
- (iii) Letters also act as an evidence for future.
- (iv) Many unpleasant and delicate matters which cannot be spoken face to face can be written in letters.
- (v) Letters are suitable for all types of communication.
- (vi) Moreover, letters are less costly than other types of communication.

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## 7.4 Style of Business Letter

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Drafting of letter is an art and so creative in nature. Again, every creative work needs a style. The word ‘style’ has different meanings. But two meanings are rightly applicable

to letters. They are — (a) ‘mode of expressing thought in language’ and (b) the custom or plan followed in spelling, capitalisation, punctuation and typographic arrangement and display.

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## 7.5 Essentials of Business Letters

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Letters are considered as the ‘silent ambassador’ of an organisation. The essential qualities of a good business letter are presented below :

(a) **Clarity** : The first essential quality of a business letter is clarity i.e., clearness of meaning. Therefore, the letter must be written in simple, clear and unambiguous language. The language must also be impressive to the reader.

(b) **Brevity** : Time is precious. The letter must be brief but complete. Otherwise, a long letter may antagonise both the writer and reader and is a wastage of time. However, clarity should not be sacrificed for the sake of brevity.

(c) **Courtesy** : “Courtesy costs nothing but pays a lot”. The proverb is also very much applicable to a business letter. Therefore, the letter must be courteous. A courteous letter can establish a good relationship with the customers which is essential for business prosperity. But it should be material and sincere.

(d) **Complete** : A business letter must also be complete in all aspects. It must be definite and no fact or information, which is relevant to the purpose of the letter, be left out. So, completeness is another important quality of a business letter.

## 7.6 Form and arrangement of a business letter

A business letter should be written in a proper form for its effectiveness. A correct form creates a good impression in the mind of the reader about the writer. Thus, it enables effective communication. A business letter usually consists of the following parts :

(a) **The Headings** : Every letter begins with a heading. The heading consists of — (i) the name and address of the sender; (ii) the nature of business; (iii) telephone number, telegraphic address etc.; (iv) reference number and date.

(b) **Inside Address** : Just below the heading, the name, designation and address of the person to whom the letter is to be sent is written. It is usually placed above the greetings on the left-hand top margin.

(c) **Opening Salutation or Greeting** : The letter is commenced with a salutation or

greeting as a matter of courtesy. Usually, the following rules are observed relating to greetings.

(i) Sir, Dear Sir, Madam etc. are used in case of individuals.

(ii) Gentlemen, Dear sirs, Mesdames etc. are used in case of firms, companies or body of individuals.

(d) **The Body of the Letter** : It is the main part of the letter and this part contains all information and message. It is divided in three parts — (i) **The opening of the letter**, which shows courtesy, subject of the letter and previous reference, if any. (ii) **The middle of the letter**, which contains the full text of the message, (iii) **The closing of the letter**, which points out action desired and concluding courtesy.

(e) **The Complimentary Close** : At the close of the letter, expression of obedience, respect, regard towards the addressee is written. Usually, the complimentary close depends upon the salutation or greeting. Some of the salutation and the complimentary closes are given as under :

Salutation or Greeting	Complimentary close
(i) Dear Sir, Dear Sirs, Dear Madam, Gentlemen	Yours faithfully, Yours truly, Yours very truly
(ii) Dear Mr.	Yours sincerely
(iii) Sir, Madam	Yours obediently

(f) **The signature** : The letter is formally closed with the signature of the writer just below the complimentary close.

(g) **Enclosures** : Sometimes papers, documents, bills, invoices and monetary instruments are attached with the letter. They are known as enclosures. The enclosures sent with the letter are shown on the left hand bottom under the heading 'Encl:'.

(h) **Post scripts** : After the letter has been formally closed, if any new point comes to the mind of the writer which he wants to add, he adds it under the heading P.S. signifying postscript. This is, however, not a good practice and should be avoided.

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## 7.7 Drafting of Different Types of Business Letters

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### (a) Letter of offer

General offer from a manufacturer of electronic goods to all retailers.

**Exide (India) Ltd.**  
7A, Park Street Kolkata-16

18.11.2021

Dear Sirs,

We are glad to inform you that we have just introduced in the market a new model of colour television. The new model is known as BX-24". This model is much improved in quality and design. Both the picture and sound are perfect.

On the eve of introducing our product we have decided to offer 15% discount on the price with 45 days credit. a special discount of 2½% will be given for a bulk order of 10 sets ro more. Moreover, the carrying cost will also be borne by us. The offer is valid for one month.

We hope, you will take advantage of this excellent offer and place your order with us as soon as possible. We assure that your order will be executed promptly and with due care.

**Encl** : Catalogue

Yours faithfully,  
for Exide (India Ltd.)  
A. Sinha  
(Sales Manager)

### (b) Enquiry from a college in connection with purchasing of books for the library. **Thanamakua Mahavidyalay**

Howrah

Ref. No.—Lib/15/2021

25.10.2021

To  
The Sales Manager,  
New Book Agency Pvt. Ltd.,  
18/1, College Street, Kolkata-700009.

Dear Sir,

I have the pleasure to write you that the Governing Body of our college has decided to purchase a good number of text books on different subjects of degree level for our college library.

I, therefore, request to send a catalogue of your publications so that we can make our choice. We are however, also interested to know the terms of payment alongwith the discount and mode of supply.

We hope that you will reply to our enquiry at your earliest convenience as we want to place the order within one month.

Thank you.

Yours faithfully,  
Prasanta Saha  
(Librarian)

**(c) Placing an order in reply to the above letter.**

Thanamakua Mahavidyalaya  
Howrah

Ref. NO. - Lib/21/2021

10.11.2021

To  
The Sales Manager,  
New Book Agency Pvt. Ltd.,  
18/1, College Street,  
Kolkata-700009

Dear Sir,

Thank you for your prompt reply on our enquiry. We are very much a pleased to pluc this order with you as per terms and conditions expressed in your letter No. Ex/55/2021, dated 30.10.2021. You are, therefore, requested to supply the following books within a fortnight.

Sl. No.	Name of the book	Name of author(s)	No.of Copies
1.	Accountancy (Vol. 1)	P. K. Basu	20
2.	Accountancy (Vol. 2)	-do-	20
3.	Business Management	S. B. Bhattacharya	15
4.	Business Management (Bengali Version)	Bhadra & Satpaty	20
5.	Business Organisation & Secretarial Practice	Dr. Biswanath Ghosh	20
6.	Income Tax	S. K. Chakraboity	20
7.	Cost Accounting	-do-	20

Please supply the above mentioned books within 10 days from the date of receipt of this order. We assure you to pay your bill within 7 days from the date of supply.

Yours faithfully,  
Prasanta Saha  
(Librarian)

**(d) A letter confirming an order.**

SONY (INDIA) LTD.  
Park Mansion  
15, Park Street Kolkata-16

The 10th October, 2021

To  
M/S. Ghosh Brothers,  
15A, B. T. Road,  
Palta 24 Pariganas (North)

Dear Sirs,

Thank you for your order for 10 sets of colour television through your letter No. Pur/C-15 dated 3rd October.

As instructed by you we have arranged for full-proof packing of the articles after testing. We are sending the articles through road transport and you will probably receive

it tomorrow or day after tomorrow. The invoice and transport receipt will be sent to you through courier service as soon as the T.V. sets are received by the transport company. We also request you to send a receipt as soon as the T.V. sets reach to you.

We hope that you will be satisfied in dealing with us and our business relation will last long.

Yours faithfully,  
S. Sahai  
(Sales Manager)

(e) **A letter of refusal of an offer.**

**Eastern Trading Co.**  
15, Lalbazar Street,  
Kolkata - 1  
Tele. 2441 5222

25.12.2021

To  
M/S. Town Cycle Mart,  
Medinipur (West)

Dear Sir,

We thank you for your order, dated 18th December, for 100 Hero cycles within 15 days.

But we are very sorry to say that we are not in a position to supply your order within the next 3 months. This is due to the fact that we are not getting sufficient number of cycles from the company. The company supplies us only 500 cycles every month. On the otherhand, we have order for 1600 cycles from our valued customers. In the circumstances, it is impossible for us to execute your order within 15 days.

Therefore, we have no other alternative but to say only that we have been forced not to accept further order. However, if you allow us three months time, we will enrol your order in the order list and we assure you of supplying 100 Hero Cycles after 3 months.

Thanking you.

Yours faithfully,  
For Eastern Trading Co.  
T. Karmakar  
(Manager)

**(f) Status Enquiry of a firm.**

**SKD Laboratories**  
51, Taratala Road, Kolkata-69  
Tele. : 2440-5212

Ref. No. - Enq./D-5/2021

Date : 15.10.2021

To  
The Manager,  
SBI Bank,  
Salt Lake  
Kolkata-64  
Dear Sir,

**Re : Enquiry regarding the financial status of M/S. Paul Medico.**

We have got an order for the supply of bulk quantity of drugs from 'M/S. Paul Medico' of Saltlake. They want to work as the distributor of our product in the region.

As the firm is quite unknown to us, we shall be grateful if you kindly supply us detailed information regarding their credit-worthiness and business reputation. They have informed us that you are their banker. We shall be glad to know whether you can recommend them for a credit of Rs. 2.5 lakh or not.

We assure you that any information, which you will send us, will be treated as strictly confidential. We shall always be glad to reciprocate the favour in future.

We offer our warm thanks in advance.

Yours faithfully,  
For SKD Laboratories  
Md. Ali  
(Marketing Manager)

(g) **A letter to a bank manager for a letter of credit.**

**Bengal Chemical Co.**

20, M. G. Road,

Kolkata-700 020

Tele. : 2266-3939

Ref. No. LC/12/2021

Date: 10.12.2021

To  
The Branch Manager,  
The United Bank of India,  
College Street Branch,  
Kolkata-83.

Dear Sir,

**Re. : Letter of Credit for Rs. 20,000**

I write to inform you that our marketing manager, Mr. S. Paul is going on a business trip to Mumbai. He will review the market there and will try to explore new business connections.

In this connection, I request you to issue a circular letter of credit on your branches in Mumbai for an amount not exceeding Rs.30,000 (Rupees thirty thousand) only in favour of Mr. S. Paul. I also request you that the letter of credit should be valid for two months. The specimen signature of Mr. S. Paul is given hereunder.

You may debit the amount together with your charges to our Current Account (No. C-350) with you.

Thanking you,  
Specimen Signature  
Sd/- S. Paul

Yours faithfully,  
For Bengal Chemical Co.  
D. Sen  
(Director, Marketing)

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## 7.8. Summary

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To communicate message the age old system is communication through writing and business letter is a glaring example of the same. It should be mentioned in this respect that drafting of business letter is an art and the style of business letter primarily depends on the choice of the words. Not only correct words are to be chosen, but they also have to be arranged perfectly to clear the meaning. So, a business letter should have some characteristics and these are clarity, brevity, courtesy etc. The business letter must have a form and arrangement and these are the headings, inside address, opening salutation, the body of the letter, the complementary close, the signature, enclosures etc.

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## 7.9. Exercises

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### Short Questions

1. What do you mean by business letter?
2. State any two essentials of business letter.
3. What do you mean by the complementary close of a business letter?

### Broad Questions

1. What is business letter? State the importance of business letter.
2. What are the essentials of business letter? What should be the form and arrangement of a business letter?
3. Write a general letter of offer on behalf of sales manager of TELCO to all dealers.
4. Write a letter of enquiry from an educational institution to a publishing house regarding purchasing of books for the college library.
5. Write a letter to a purchasing company stating confirmation of supplying goods against the order placed to him.
6. Write a letter to a branch manager of a bank for issuing letter of credit which will remain valid for 3 months.

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## **Unit - 8 □ Interviewing Skills**

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### **Structure**

#### **8.0. Objective**

#### **8.1. Introduction**

#### **8.2. Interview**

##### **8.2.1. Types of Interview**

##### **8.2.2. Guidelines for preparation of successful job interview**

##### **8.2.3. Types of questions in our interview**

#### **8.3. Writing of application letter**

##### **8.3.1 Factors to be kept in mind in writing application letters**

#### **8.4 Curriculum Vitae Writing**

##### **8.4.1 Curriculum Vitae and Resume**

#### **8.5. Facing Interviews Do's and Don'ts**

#### **8.6. Summary**

#### **8.7. Exercises**

#### **8.8. Suggested Readings**

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### **8.0. Objective**

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After studying this unit you should be able to understand:

- The definition of interview.
  - Types of interview.
  - Writing application letters, and CV/ resumes.
- 

### **8.1. Introduction**

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It is undeniably true that interview is considered as a reliable means for selecting candidates for jobs. You know, in an interview different stages are involved and these are screening stage, selection stage and final stage. Before appearing at the interview it is necessary for a candidate to know the aim of writing application letters as well as

personal biodata. The personal information may be of short in nature or elaborative in nature. From the following you can understand the art of preparing such application letter.

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## 8.2. Interview

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Interview is an interaction process of selection of an individual in an organization. It is an evaluating process of the candidate. In an employment interview a formal meeting is convened in which the employer asks questions to the applicant and tries to understand whether the candidate is suitable for the post or not.

Besides employment interview, there is another types of interview relating to research work. In this case the researcher interviews his audiences to understand their opinions in connection with his research work.

Interview is an important selection technique where there is a two-way exchange of information either on one-to-one basis or by an interview panel. Interview is a two way conversation.

So, in a nutshell an interview is a formal meeting between the interviewer and interviewee which will enable the interviewer to understand the mindset of the interviewee.

### 8.2.1 Types of Interview

There are various types of interview and such interviews are as under:

- a) **Structural Interview:** Structural interview is usually used in the screening stage. In this interview the interviewer prepares question in a set of order and accordingly questions are asked to the candidates within an allotted time frame.
- b) **Group Interview:** In this interview, the interviewer wants to see how the candidates interact with one another in a meeting of several candidates.
- c) **Open-ended Interview:** In an interview, a broad open ended question is placed at the interview and the candidates are requested to speak freely on the question. With the help of this interview the candidate's personality is judged.

### 8.2.2. Guidelines for Preparation of Successful Job Interview

There are some standard guidelines for successful job interview and these are as under:

- (i) The interviewee should, at the very outset, understand what type of organization it is and what qualifications he should possess for appearing before the interview board.
- (ii) To face the interview in an efficient way, the interviewee should practice mock interview for job interview.

- (iii) The interviewee should prepare a list of probable questions that may help him to impress the interview board.
- (iv) He should plan to look good with well dress, good grooming and other favorable physical features.
- (v) The interviewee should boost up his confidence and should not be nervous.
- (vi) He should reach at the place of interview on time.

### **8.2.3. Types of questions in our interview**

There are most popularly, six types of questions asked in an interview: One can ask questions about :

- (i) Behaviour : about what a person has done or is doing.
- (ii) Opinions/Value : about what a person thinks about a topic.
- (iii) Knowledge : to get facts about a topic.
- (iv) Feelings : note that respondents sometimes respond with “I think...” so be careful to note that you are looking for feelings.
- (v) Sensory : about what people have seen, touch, heard, tasted or smelled.
- (vi) Background/Demographics : standard background questions, such as age, education etc.

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## **8.3. Writing of Application Letter**

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The suitability of candidate for a job depends on various factors. And you should know, one of the important factors is writing Curriculum Vitae (CV) or Resume. CV or Resume is the means through which a candidate can communicate information about himself/ herself to the competent authority. Then what is CV and Resume? From the following you can understand the same.

### **8.3.1 Factors to be kept in mind in Writing Application Letters:**

It is an art to write application letter for job. Certain special features are to be kept in mind at the time of writing application letters and these are as under:

- (i) The letter should be of individualistic in nature and should highlight the specific traits of the candidate.
- (ii) It should be written in such a way so that it will catch immediate attention of the reader.
- (iii) It should be innovative in nature.
- (iv) This letter should highlight the strength of the candidate.
- (v) The latter should highlight educational and professional qualifications and key characteristics of the candidate.
- (vi) Last section of the letter should contain thank to the reader and request for further action.

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## 8.4. Curriculum Vitae (CV) Writing

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The job application is the first step in the career of a person. Time and care should be taken in the preparation of job application. In some cases, resumes or CV are solicited directly by the employers, one need not write a job application (covering letter), as the bio-data would be sufficient in this case.

The resume and application letter cannot be combined into a single document. One cannot leave out the resume and just write long and detailed application letter giving personal details ...

### **Categories of information in the CV**

The information in a resume is classified under four headings:

- a) **Personal Details**
- b) **Education**
- c) **Experience**
- d) **References**

**Personal Details/ data:** This section gives the following information:

- **Name:** Name is written in the order of first name, Middle name and surname.

- **Address:** It can be your permanent Address and your Contact Address/ Communication Address in case you have an address other than your permanent one.
- **Telephone Number:** The number along with STD Code or Mobile number.
- **E-mail ID:** In recent times, everyone prefers to keep in touch through emails.
- **Date of Birth:** Date of birth must give Date, Month (spelt in full), year in full as in; 8<sup>th</sup> August, 2020.
- **Status:** Married/ Single/ Divorced/ Separated
- **Mother Tongue:** Hindi/ English/ any other language.
- **Interest and Hobbies:** Should be such that are relevant to the job or give a positive picture of your personality.
- **Personality /Traits/ Strengths:** the major characteristics in the personality of the applicant and his/ her strengths, which make him/ her suitable for the job, should be highlighted.
- **Career Objective:** This should be a highly focused statement related to the goals of one's career, commensurate to the goal of the organization.

**Education:** This section gives a complete record of academic qualifications and achievements. All details of Institution attended, degrees/ Diplomas obtained, scores/ Grades obtained should be kept in mind.

The Chronological order may not be very impressive. The highest qualification is the most Important qualification. It should be therefore emphasized by placing it first.

**Experience:** It is very important to choose from your total experience that which best meets the job requirements. We just indicate nature of experience gained from each position.

Include the following details in this section;

Company's Name

Position Held

The period of the time for which the job was done

Highlight any special achievements.

### Never Write 'NO' experience

Young applicants, in the early stages of their career can include voluntary work done for clubs, associations or charitable organizations. Students, who have earned while they learned, should mention it.

**References:** References are supplied for verification of Facts, which one has presented on the resume. A prospective employer would like to verify the claims made in the letter. What references say about the applicant will have great impact on his evaluation.

### Sequence of the CV

Conventional method is to begin with personal details and end with references. The category of references includes names of at least two persons with their full contact addresses. They are expected to honestly speak about you and your work as your teacher, or previous employer. They should not be your relative.

The sequence basically is as follows:

1. **Heading:** Should include Name, Address, Date of birth and Telephone Number.
2. **Objective:** Mention a particular position that suits your educational qualifications and experience. State clearly your objective in practical terms.
3. **Education:** Both educational and professional qualifications are to be included in this. Begin with your most recent degree.
4. **Work experience:** Mention in reverse chronological order, your job experiences a trainee or in any other form. Give the details as follows- job title, company's name, place and duration of work.
5. **Awards, Achievements and Honours:** Mention all scholarships received, prizes and awards won in college. You can include your professional prizes.
6. **Activities and Skills:** Under this section, mention your college activities or other activities/ hobbies you have indulged in, which you think have helped you acquire specific skills.
7. **Personal Information:** any other personal information, besides that included in the heading should be included here. Strengths and personality traits may be mentioned here.

## 8. Reference

### Length of the CV

The CV of a fresh graduate should be neither too brief nor too long. One page is enough for it. Bio-data should be concise. It is a personal statement about your education and work life. It is a sales tool.

#### 8.4.1 Curriculum Vitae and Resume

A curriculum vitae is a summary of the qualifications and experiences of the candidate. It is a chronological statement of biographical details of the candidate (s) that will help the employer to understand the candidates' qualifications and other related details. However, at present CV is not accepted in many organizations. A typical format of CV is presented below:

#### CURRICULUM VITAE

Name :

Father's/ Guardian's name :

Date of birth :

Permanent :

Educational Qualifications :

Professional Qualifications :

Language known :

Extra-Curricular activities :

Hobbies :

Reference :

**Resume:** A resume is a descriptive statement of the candidate. It is a self advertisement of the candidate in which the education, skills and accomplishments of the candidate are written to capture the attention of the reader. One of the important objectives of resume is to get call for the interview. A format of resume is presented below:

## RESUME

Name	:
Job objective	:
Vision	:
Skills	:
Experiences	:
Education	:
Trainings	:

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### 8.5 Facing Interviews – Do’s and Dont’s

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By and large, all interviews are taken seriously. The interviewee stand to gain and benefit when they put up there best during the interviews. In view of the competitive nature of the interview, the preparation for it should commence well in advance. **Attire, Appearance, posture, Hygiene, Etiquettes** and good understanding of the job requirements would contribute to the success in the interview.

#### Candidates’ preparation

A candidate needs to prepare at various levels for the interview. Physically, mentally, psychologically, the interviewee needs to groom himself to be successful in interview. The candidate needs to prepare in the following dimensions:

##### 1. Physical Preparation : It includes,

**Hygiene:** Everybody likes a clean appearance, and it should always be maintained during the interview. Wearing a well creased suit and gelled hair is not enough. Basic hygiene has to be maintained as well. One must have their nails trimmed and cleaned, in case of Ladies if they are wearing bigger nails should be cleaned and in due shape and polished.

**Second most important thing is Hair:** In case of Men the hair should be Gelled/oiled and neatly cut.

In case of ladies if they have long hair it should be neatly tied either in a pleat or in a bun, and those with short hairs- can tie a neat pony or side clips.

Another most important we usually forget is we must smell good, a good Deodorant works wonder. And everything in place but a bad smell spoils everything. One must remember not to use very strong smelling perfume or Deodorant.

**Habits:** Habits are something which we inculcate right from our childhood, and cannot be acquired or changed overnight, so the best things are to inculcate good habits right from our childhood.

One of the very common habits today is stay awake till late at night, then wake up late or even if you have to wake up early you end up looking gloomy and dull. So it is also said that “Habits makes a man”.

**Fitness:**

It is one of the most important issues today. We may look fit and fine from outside, as we invest a lot of time and labour to maintain our outside glamour but hardly do we think about our inner body needs.

We are skipping breakfast- which is the most important meal of the day, because we have to rush to our workplace- because we are late to wake up in the morning.

We prefer taking a Car or Taxi rather walking a few distances, and again taking lifts to even 2<sup>nd</sup> or 3<sup>rd</sup> floor rather than climbing stairs. So we have literally no time or intention to think about our inner fitness which leaves at all on our body with different types of problems like High Blood pressure, palpitation, High Blood Sugar etc...

**Etiquettes and Manners:**

Like Habits etiquettes and Manners are also inculcated from a very young age and it develops with time and age.

**Right way of Walking-** your shoes should not make any noise while walking.

**Right way of Sitting** - one should not slouch backwards or sideward's rather sit straight with both your hands on your lap or on your side.

One should not **shake their legs** when one is sitting

One should not **bite nails**.

One should be audible enough but **never loud**.

**Attire:**

Attire is something which seems to be very important part of the Interview. It is better to stick to formals if not mentioned specifically. For ladies Saree is a good option

provided it should be well pleated and not very bright neither too dull worn with preferable high neck blouse. Regarding Men wearing Tie (s) is not mandatory but it is better to take one along and watch what others are doing.

## 2. Mental Preparation:

Mentally the candidate needs to,

- Revise the subject knowledge.
- Get information about the current affairs and important issues.
- Information about the company, its product and competitors.
- Prepare general and personal questions.

## 3. Psychological Preparation

An interviewee needs to prepare himself psychological by:

- Practicing honesty.
- Practicing negotiating skill.
- Inculcating will power and determination.

## Do's and don'ts of the Interview

### Do's

1. **Be prepared for the Interview:** The interviewee has to be prepared for the interview. He must be prepared for any question and situations (since they are not in his/ her control). One has to arrive at least 30 minutes before at the venue. Last minute entry usually creates a chaos and unnecessary nervousness.
2. **Have a Presentable Appearance:** Everybody appreciates a pleasant personality. In an interview the concerned person's appearance apart of the message.
3. **Show Interest by Making effective use of Body Language:** Keeping eye to eye contact with the interviewer shows that the interviewee is genuinely interested in the event and keen to participate in it. He/she should also sit in a correct and straight posture.
4. **All the Questions must be Correctly and Completely Answered:** Since the primary aim of an interview is to exchange information it should be done effectively. If the interviewee is not clear about an answer he/ she should not bluff rather there is no harm in admitting that he/ she doesn't know the answer. Always be honest.

**5. Be Polite:** Politeness is indispensable in every situation.

**Don't(s)**

1. Avoid talking too much or making boastful statements.
2. Don't criticize your previous employer.
3. Don't forget to thank your interviewer before you leave.
4. Don't hesitate to ask any questions to seek clarification regarding the company profile, services.

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## 8.6. Summary

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Interview is an interactive process of selection of an individual in an organization. There are different types of interviews, such as structural interviews, group interviews, open-ended interviews etc. they are definite guidelines for successful job interview. For getting scope to appear before interview writing of application letters is an art. In an application letter either CV or Resume is to be attached to get an idea about the biographical details of the candidate. CV has got a typical format and Resume has got also a format. CV is a summary of the qualifications and experiences of the candidate. On the other hand 'Resume' is a descriptive statement of the candidate.

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## 8.7. Exercises

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### Short Questions

1. What do you mean by the term interview?
2. What is open-ended interview?
3. What is Curriculum Vitae?
4. What do you mean by Resume?

Answer the following questions briefly, preferable in 2 or 3 lines

5. What do you mean by Communication?
6. Why do you think Communication is important?
7. What are 'the different elements of communication?
8. Why do you think Letter writing is important?
9. What is a covering letter?

**Broad Questions**

1. What do you mean by the term interview? State the different types of interviews?
2. What are the standard guidelines for successful job interview?
3. Discuss regarding CV and Resume.
4. What are the factors to be kept in mind in writing application letters?
5. What are essentials of a business letter?
6. “A resume is sales Tool” Comment.
7. Write your Resume.
8. State suggestions regarding the appearance and dress for the interview.

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**8.8. Suggested Readings**

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- Anjane, S. & Bhavana Adhikari, Business Communication, TMH.
- Chaturvedi & Chaturvedi, Business Communication : Concepts Cases and Applications, Pearson.
- M. K. Shegal & Vandana Khetarpal, Business Communication, Excel Books.
- R. K. Madhukar, Business Communication, Vikash Publishing House Pvt. Ltd.
- Rao, Kumar & Bindu, Business Communication, Cengage.
- Khanna, Puja, Business Communication, Vikash.
- Raman & Sharma, Technical Communication, Oxford.
- Lesikar, Flatly et al., Business Communication, Mcgrand Hill.

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**Notes**

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