PREFACE

With its grounding in the "guiding pillars of Access, Equity, Equality, Affordability and Accountability," the New Education Policy (NEP 2020) envisions flexible curricular structures and creative combinations for studies across disciplines. Accordingly, the UGC has revised the CBCS with a new Curriculum and Credit Framework for Undergraduate Programmes (CCFUP) to further empower the flexible choice based credit system with a multidisciplinary approach and multiple/ lateral entry-exit options. It is held that this entire exercise shall leverage the potential of higher education in three-fold ways – learner's personal enlightenment; her/his constructive public engagement; productive social contribution. Cumulatively therefore, all academic endeavours taken up under the NEP 2020 framework are aimed at synergising individual attainments towards the enhancement of our national goals.

In this epochal moment of a paradigmatic transformation in the higher education scenario, the role of an Open University is crucial, not just in terms of improving the Gross Enrolment Ratio (GER) but also in upholding the qualitative parameters. It is time to acknowledge that the implementation of the National Higher Education Qualifications Framework (NHEQF) and its syncing with the National Skills Qualification Framework (NSQF) are best optimised in the arena of Open and Distance Learning that is truly seamless in its horizons. As one of the largest Open Universities in Eastern India that has been accredited with 'A' grade by NAAC in 2021, has ranked second among Open Universities in the NIRF in 2024, and attained the much required UGC 12B status, Netaji Subhas Open University is committed to both quantity and quality in its mission to spread higher education. It was therefore imperative upon us to embrace NEP 2020, bring in dynamic revisions to our Undergraduate syllabi, and formulate these Self Learning Materials anew. Our new offering is synchronised with the CCFUP in integrating domain specific knowledge with multidisciplinary fields, honing of skills that are relevant to each domain, enhancement of abilities, and of course deep-diving into Indian Knowledge Systems.

Self Learning Materials (SLM's) are the mainstay of Student Support Services (SSS) of an Open University. It is with a futuristic thought that we now offer our learners the choice of print or e-slm's. From our mandate of offering quality higher education in the mother tongue, and from the logistic viewpoint of balancing scholastic needs, we strive to bring out learning materials in Bengali and English. All our faculty members are constantly engaged in this academic exercise that combines subject specific academic research with educational pedagogy. We are privileged in that the expertise of academics across institutions on a national level also comes together to augment our own faculty strength in developing these learning materials. We look forward to proactive feedback from all stakeholders whose participatory zeal in the teaching-learning process based on these study materials will enable us to only get better. On the whole it has been a very challenging task, and I congratulate everyone in the preparation of these SLM's.

I wish the venture all success.

Professor Indrajit Lahiri
Vice-Chancellor

Netaji Subhas Open University

Four Year Undergraduate Degree Programme

Under National Higher Education Qualifications Framework (NHEQF) & Curriculum and Credit Framework for Undergraduate Programmes

Bachelor of Commerce (Commerce) NCO

Course Type: Skill Enhancement Course (SEC)
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UG-Commerce (HCO)

Course : Business Communication

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Unit - 1 ❑ Introduction : Communication

Structure

1.0 Objectives

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.

1.1. Introduction

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.

1.2 Communication : Definition

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 realations. 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**

1.3 Objectives of Communication

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.

1.4 Elements of Business Communication

Communication is an intricate process that encompasses multiple components that collaborate to transmit messages with efficiency. The following are the fundamental components of communication :

1. Definition : The message refers to the specific content, concept, or sentiment that the sender intends to convey. Communication can be expressed vocally, non-verbally, or in written form.

2. Sender : The individual who starts the communication process by converting a message into a coded form. The entity in question may refer to one individual, a collective, or an institution to transmit information.

3. Encoding : Encoding refers to the transformation of the sender's ideas and thoughts into a message that can be comprehended by the receiver. This entails the careful selection of suitable vocabulary, symbols, gestures, or other means of communication.

4. Channel : The channel serves as the conduit through which the communication is conveyed from the sender to the receiver. Various forms of communication include in-person conversations, telephone calls, electronic mail, written correspondence, and social media platforms.

5. Receiver : The receiver refers to the person, group, or audience that the message is intended for. They decipher the message to comprehend its significance.

6. Decoding : Decoding refers to the recipient's interpretation and comprehension of the message transmitted by the sender. The process entails deriving significance from the symbols, phrases, or gestures employed in the communication.

7. Feedback : Feedback refers to the recipient's response or reaction to the communication sent by the sender. It enables the sender to assess the efficacy of their communication and provides an opportunity for clarification or modification if necessary.

8. Noise : Noise is defined as any interference or disruption that hinders the communication process. It might manifest as physical distractions (such as loud background noise), psychological influences (preconceived thoughts or biases), or semantic challenges (language difficulties or jargon).

9. Context : Context refers to the specific circumstances, surroundings, and scenarios in which communication takes place. It has an impact on the way messages are read and comprehended by both the sender and recipient.

10. Feedback Loop : The feedback loop refers to the ongoing flow of messages between the sender and receiver, which facilitates the process of clarifying, confirming,

and adjusting communication.

11. Barriers : Barriers refer to difficulties that impede the process of effective communication. Internal factors that can contribute to this issue include personal prejudices or lack of clarity, while external factors may include cultural differences or technical restrictions.

Understanding and managing these factors well is important for communicating well in personal, business, and social settings.

1.5 Types of Business Communication

Business communication refers to an extensive range of interactions that occur both internally within an organization and externally with stakeholders. The primary forms of business communication are as follows:

1. Internal Communication:

i) Vertical Communication : This form of communication traverses the organizational hierarchy hierarchically. It encompasses communications that are reciprocated between managerial personnel and their subordinates, including directives, criticisms, and assessments of performance.

ii) Horizontal Communication : Interdepartmental or individual communication occurs at the same organizational level of the hierarchy. Across functions or teams, it facilitates coordination, collaboration, and problem-solving.

iii) Diagonal Communication : Information exchange that transcends organizational levels and departments. It promotes innovation, facilitates the exchange of information, and aids in conflict resolution by circumventing formal channels.

iv) Formal Communication : Organization-established channels of official communication, including meetings, memos, reports, and policy documents.

v) Informal Communication : Unofficial channels of communication that do not adhere to formal structures; examples include rumours, informal conversations among employees, and grapevine.

2. External Communication:

i) Customer Communication : Engaging in dialogue with clients or customers to foster connections, respond to inquiries, offer assistance, and advertise products or

services. It consists of in-person meetings, emails, phone calls, social media platforms, and websites.

ii) Supplier Communication : Interactions with vendors or suppliers concerning contract negotiations, deliveries, pricing, and orders. It serves to facilitate seamless supply chain operations and cultivate symbiotic relationships.

iii) Investor Relations Communication : Engaging in dialogue with regulatory bodies, shareholders, investors, and analysts to disseminate information regarding strategic initiatives, financial reports, and performance updates about the organization. The primary objective is to uphold trust and transparency within the organization.

iv) Public Relations Communication : Engaging in dialogue with external stakeholders, including the media and the community, to oversee the organization's reputation, respond to public inquiries, and cultivate a favourable perception. Community events, press releases, media interviews, and sponsorships are all components.

v) Government Communication : Interactions with policymakers, government agencies, and regulators to ensure adherence to regulations, promote policy reforms and resolve legal or regulatory concerns that impact the organization.

vi) Marketing communication : Marketing communication refers to any form of communication that is intended to increase brand awareness, attract consumers, or promote products or services. It consists of branding campaigns, advertising, promotions, sales collateral, and digital marketing initiatives.

3. Written Communication :

i) E-mail : Messages transmitted electronically between groups or individuals inside or outside the organization for a variety of purposes, including formal correspondenceo updates, inquiries, and requests.

ii) Letters and memoranda : Official written materials employed for both internal and external correspondence, serving to transmit information, solicit approvals, validate agreements, or resolve matters.

iii) Reports : Official documents that provide comprehensive information, insightsp and suggestions regarding particular subjects or undertakings. Financial reports, performance reports, project reports, and research findings are some examples.

iv) Proposals : Official documents that provide specifications, blueprints, or concepts and are submitted to relevant parties for evaluation or endorsement. Business proposals,

project proposals, grant proposals, and sales proposals are all examples.

4. Verbal Communication :

i) Meetings : Organizational members convene in person or virtually to deliberate on matters, reach consensus, exchange information, and work together on projects.

ii) Presentations : Chosen by individuals or groups, these are formal or informal discourses intended to impart knowledge, influence others, or exchange perspectives on subjects. Several visual aids, including slides, graphs, and charts, may be utilized.

iii) Telephone Dialoguu : Verbal exchanges performed via telephone to address concerns, engage in discussions, negotiate, or reach resolutions.

iv) Video Conferencing : Video conferencing tools are utilized to conduct virtual meetings, enabling individuals situated in various locations to engage in communication and collaboration.

Effective business communication requires selecting the appropriate form of communication for the circumstance, considering the intended audience, objective, and setting, and delivering messages with precision, clarity, and professionalism.

1.6 Characteristics of Communication

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.

1.7 Process of Communication or Communication Model

Communication has been described as a process, as it is dyanamic 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).

To materialise the comunication process, it is essential that the basic elements of

Message		Message		Message

Source	→	Encoding	→	Channel	→	Decoding

Feedback		Receiver
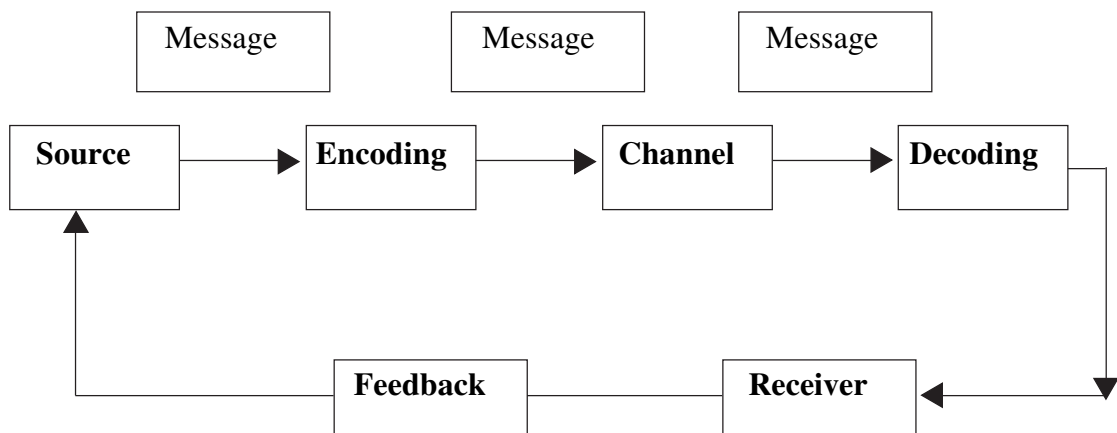
Elements of Communication Process

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.

1.8 Scope of Communication

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.

1.9 Communication Models

For organizations to achieve success in the contemporary, interconnected, and fast-paced business environment, effective communication is vital. Business communication models offer structured approaches to comprehend the movement of information both internally and externally of an organization. They serve as a guide for managers and staff members as they endeavour to communicate messages effectively and persuasively. Through the examination of diverse communication models, organizations can improve their communication strategies, strengthen stakeholder relationships, and streamline decision-making processes. This essay examines several well-known business communication models and their potential uses in improving the efficiency of organizations.

1. Shannon-Weaver Model : The Mathematical Theory of Communication, also referred to as the Shannon-Weaver Model, is a fundamental communication framework that finds application in the realm of business. The model, which was formulated in

1949 by Claude Shannon and Warren Weaver, posits that communication follows a linear progression comprising the following components: originator, encoder, message, channel, decoder, and receiver. The primary focus is on the transmission of data from the sender to the receiver via a selected channel. wherein the presence of noise may potentially cause disruption. Within the realm of business, this model underscores the significance of message encoding lucidity, appropriate channel selection, and noise minimization to guarantee the efficient transmission of information.

2. Sender-Message-Channel-Receiver (SMCR) Model : David Berlo introduced the Sender-Message-Channel-Receiver (SMCR) Model, an extension of the ShannonWeaver Model that integrates the notion of feedback. Effective communication, according to Berlo, necessitates not only the transmission of messages but also the reception of feedback from the recipient to evaluate comprehension and modify the message as necessary. This model emphasizes the importance of dynamic communication and the context, characteristics, and feedback of the recipient when delivering messages. By integrating feedback mechanisms into their communication processes, businesses can enhance the quality of their messages, rectify any misconceptions, and cultivate stakeholder confidence.

3. Transactional Model : The Transactional Model, an additional influential communication framework, posits that communication is an interactive and dynamic process in which both parties send and receive messages simultaneously. This paradigm, which communication scholar Barnlund developed, places significant emphasis on the influence of context, relationship, and individual differences on the course of communication exchanges. The Transactional Model emphasizes the significance of establishing rapport, comprehending the viewpoints of stakeholders, and modifying communication approaches to accommodate varied audiences within a business environment. Businesses can stimulate collaboration, innovation, and problem-solving among their internal teams and external partners by cultivating an environment that promotes open dialogue and mutual understanding.

4. Wilbur Schramm's Communication Circle Model : Wilbur Schramm's Communication Circle Model highlights the circular nature of message encoding, transmission, decoding, and interpretation from a holistic perspective on communication. Schramm postulated that communication between senders and receivers is an ongoing process involving the exchange of meaning and comprehension. The importance of

feedback cycles, cultural context, and shared experiences in influencing communication outcomes is emphasized by this model. The Communication Circle Model emphasizes the significance of constructing shared meaning, cultivating inclusive communication practices, and advocating for cultural sensitivity to successfully involve diverse stakeholders in global markets within business contexts.

In summary, business communication models provide significant perspectives on the intricate dynamics of information transmission both internally within organizations and externally with stakeholders. Businesses have the potential to improve their communication efficacy, stimulate innovation and collaboration, and cultivate more robust connections with consumers, suppliers, employees, and other critical stakeholders through the comprehension and implementation of these models. In light of technological progress and shifting business environments, which are driving ongoing developments in communication, it is imperative for organizations to maintain flexibility and adaptability in their communication approaches to prosper in the current competitive market.

1.10 Importance of Communication in an Organization

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 mangers and employees helping 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 organiiation 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.

1.11 Making Communication Effective

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.

1.12 Summary

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.

1.13 Exercises

Multiple Choice Questions (MCQ) :

1. What is the definition of communication?

a) The exchange of goods and services between individuals

b) The transmission of information, ideas, emotions, or messages between individuals or groups

c) The process of making decisions within an organization

d) The management of financial resources within a company

Answer : b)

2. Which of the following best describes communication?

a) A one-way process involving the sender only

b) A linear process with no room for feedback

c) A dynamic process involving the exchange of messages between sender and receiver

d) A process limited to verbal interactions only

Answer : c)

3. Communication primarily involves :

a) Only verbal exchanges

b) Only written exchanges

c) Both verbal and non-verbal exchanges

d) Only formal exchanges

Answer : c)

4. What is the main purpose of communication?

a) To confuse the receiver

b) To transmit information in the clearest way possible

c) To exclude certain individuals from the conversation

d) To complicate organizational processes

Answer : b)

5. In communication, noise refers to :

a) Loud sounds that disrupt the conversation

b) External distractions that interfere with the message transmission

c) Messages that are too clear to understand

d) Messages that are intentionally distorted by the sender

Answer : b)

6. Which of the following is NOT a characteristic of effective communication?

a) Clarity

b) Ambiguity

c) Accuracy

d) Relevance

Answer : b)

7. Feedback in communication is important because it :

a) Validates the sender's opinion

b) Allows for clarification and adjustment of the message

c) Is optional and not necessary for effective communication

d) Slows down the communication process

Answer : b)

8. Communication models help in :

a) Confusing the message further

b) Understanding the process and elements of communication

c) Reducing the need for feedback

d) Ignoring the receiver's perspective

Answer : b)

9. What is the primary objective of communication in business?

a) To confuse the audience

b) To transmit information clearly and effectively

c) To withhold information from stakeholders

d) To complicate organizational processes

Answer : b)

10. Which of the following is NOT an objective of communication?

a) To build trust and rapport with stakeholders

b) To create confusion among team members

c) To facilitate decision-making processes

d) To motivate and inspire employees

Answer : b)

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.

Unit - 2 ❑ Types of Communication

Structure

2.0. Objectives

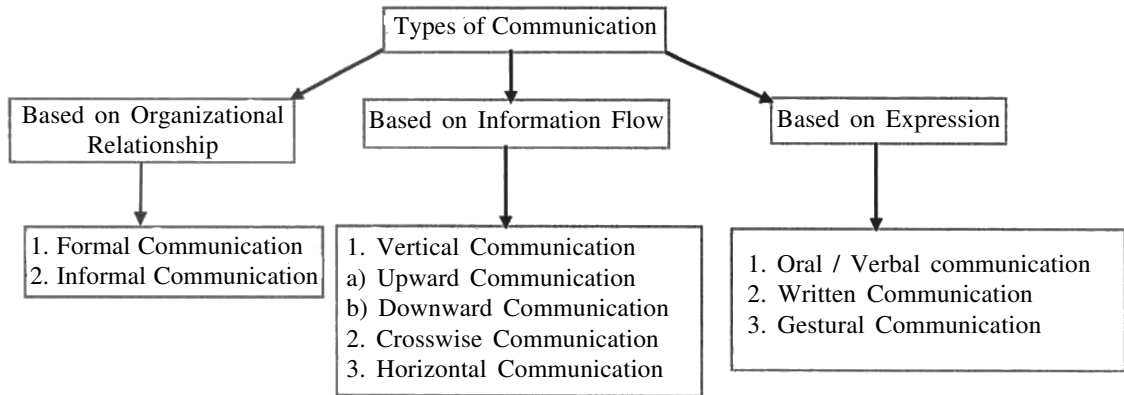   After studying this unit, we will be able to understand the concept of :

● Communication and its types;

● Formal Communication;

● Informal Communication;

● Verbal Communication;

● Non-verbal Communication;

● Written Communication; and

● Body Language.

2.1. Introduction

The key term here i.e., 'Communication' which has been derived from the Latin word 'Communis'. It means common. In the context of business organizations, the importance of communication is greater. This type of communication is the exchange of information between people within and outside of the organization. It's a practical or objective way to share business related information, and it can help the organization to achieve the goal. Communication is giving, receiving or exchanging ideas, information, signals or messages through appropriate media, enabling individual or groups. In other words, it can be said that communication is the transmission and interaction of ideas, facts, opinions, feeling, or attitudes. A business organization cannot do its work properly without an effective communication process. In today's world, various communication models are available such as Chats, e-mails, Skype, Face book, WhatsApp, etc. Effective communication is helpful for smooth work.

2.2. Types of Communication

So far as the types of communication are concerned, it varies according to the type and nature of the organization. It also varies as per the nature and purpose of communication of the communication. However, the detailed classification of communication may be structured as follows-

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                          ┌─────────────────────────┐
                          │  Types of Communication  │
                          └─────────────────────────┘
        ┌──────────────────────┬──────────────────────┐
        ▼                      ▼                      ▼
┌──────────────────┐  ┌──────────────────┐  ┌──────────────────┐
│ Based on         │  │ Based on         │  │ Based on         │
│ Organizational   │  │ Information Flow │  │ Expression       │
│ Relationship     │  │                  │  │                  │
└──────────────────┘  └──────────────────┘  └──────────────────┘
        │                      │                      │
        ▼                      ▼                      ▼
```

Based on Organizational Relationship	Based on Information Flow	Based on Expression
1. Formal Communication 2. Informal Communication	1. Vertical Communication a) Upward Communication b) Downward Communication 2. Crosswise Communication 3. Horizontal Communication	1. Oral / Verbal communication 2. Written Communication 3. Gestural Communication

2.3 Formal Communication

Formal communication is the another connecting method among some individuals or groups who are following predefined rules, standards and protocols of conununication within the organization. In the case of formal communication, the sender of message is solely responsible for the content of the message. This formal of communication is almost inevitable for an organization.

Formal communication may be of different types; such as :

1) Vertical Communication-moves information upward and downwards.
   ● Upward Communication
   ● Downward Communication

2) Horizontal Communication-moves information among the same level of people.

3) Diagonal Communication- moves information diagonally.

2.3.1 Advantages

The advantages of Formal communication are as follows :

(i) **Dependable :** Formal mode of communication is much more reliable than other communication modes

(ii) **Responsibility :** In a formal communication system the sender is responsible and it can be defined.

(iii) **Seamless Flow of Information :** The flow of information within the organization can be made smoothly which is systematically organized.

(iv) Less Chance of Distortion : Formal communication is communicated through the officially prescribed channel; hence there is less possibility of distortions in the message.

(v) Less Chances of Misunderstanding : The chances of misunderstanding are also very low in formal communication since the right message is sent to the right person.

(vi) Wide Acceptance : Since formal communication is officially designed and approved by rules, can be applied at all levels of management.

(vii) Timely Completion of Work : Formal communication makes faster movement of information and official messages, which ultimately reduces the working time of the process.

2.3.2 Limitations

As every coin has its tail also, formal communication is not Bee from limitations too. Some of the limitations in the respects of Formal Communication are as follows :

(i) Deferred Communication : The formal communication is a deferred process because here the message is passing through many managerial levels before it ultimately reaches to the receiver, which ultimately delays the process.

(ii) Serving Purpose : This communication process is basically an impersonal mode of message delivery. It only fulfills the informational part of the receiver, not the psychological part.

(iii) Time Taking : Formal communication is time-consuming and expensive as well and here message reaches to the receiver in a delayed manner.

(iv) Increased Work Pressure : It increases the work pressure of managerial personnel because they need to follow the downward and upward communications model.

(v) Rigid : it is an absolutely non-flexible form of communication because it has no such capacity to adapt the changes quickly.

(vi) Lack of co-ordination : The inter relationship between top and lower-level management is not at all coordinated due to not having direct relationship between them

(vii) Decision Making : Organization following formal mode of communication is suffering from the delayed decision-making process, as formal communication process is bounded by defined rules and protocols.

(viii) Non-Availability During Contingency : During contingency and emergency this communication flow can't be used effectively because it passes through different stages before it reaches to the ultimate receiver.

2.4 Informal Communication

Informal communication is that type communication which flows without following the formal defined track, rules, and conditions. Under informal communication, a piece of information passes in all directions. It arises out of social interactions among the employees and then spreads throughout the organization. Informal communication takes the form of a rumor or gossip. Moreover, the Informal communication should be completely personal and unique.

2.4.1 Advantages

For an organization, informal communication is advantageous on the following ways :

(i) Interpersonal Relationships : Informal communication creates an environment of interpersonal bonding between staff and employees by communicating through conversations about non-work-related topics to add human elements to a business environment.

(ii) Speed : Since communication barriers are absent in the case of informal communication, messages and information can pass very fast here.

(iii) Flexibility : Informal communication process does not require employees to follow formalities. This is not at all a rigid process.

(iv) Getting Feedback : Informal communication ensures a widespread platform for providing recommendations and feedback.

(v) Increased Job Satisfaction : An organization with a strong informal communication system ensures greater job satisfaction by increasing their motivation.

(vi) Increased Potential : Human interactions rely heavily on hrformal communication. A working environment that encourages employees to express their ideas &eely leads to higher levels of coordination, teamwork, and efficiency in ternn of their performance.

2.4.2 Limitations

There is no doubt that informal communication is an effective mode of communication for an organization, though it is not Bee from limitations. Such as :

(i) **Misrepresentation :** Since this mode is not followed by in any official format, informal communication can be distorted and this can give rise to misunderstanding and misrepresentation.

(ii) **Lack of Integrity :** Informal communication is a totally unrecorded fbrmat; this makes it difficult to locate the original source of information.

(iii) **Confidentiality :** There is always a greater possibility of infbrrrution leak though informal channels of communication, which ultimately hamper the confidentiality.

(iv) **Rumors :** Rumors can spread very rapidly through informal modes of communication. Moreover, it is very difficult to locate the source of iumors.

(v) **Reliability :** Most of the time messages received through informal channels are unreliable, due to their sources are non-verifiable.

(vi) **Working Errors :** Organizations where informal communication is normally followed; their emploYees are more likely to commit errors at the workplace due to cornrnunrcation gap.

2.5 Verbal or Oral Communication

Verbal or Oral Communication is one of the main sub-parts of expressive communication Oral or verbal communication is the process of communication that is sent by the sender through word of mouth. It takes in the form of speech and listening. Verbal communication means information or messages conveyed verbally or orally.

2.5.1 Characteristics

The most common oriented features or characteristics of Verbal communication are as follows :

(i) **Mode of Expression :** This communication is communicated through words, either face to face or through the use of different devices like telephones, cell phones, web cameras, etc.

(ii) **Accuracy and Fastness :** This type of communication is fast and accurate in terms of its applicability and usage.

(iii) **Usage :** It is popularly used when the content to be communicated is little in volume.

(iv) **Suitability :** This mode of communication is suitable for transmitting urgent messages and where immediate feedback is required.

(v) Non-evidential : Verbal communication is the most undocumented form of communication, though in today's context, some recording devices are used.

(vi) Types : There may be two categories of verbal communication, formal verbal (meetings, lectures, conferences, etc.) and informal verbal (sharing personal news, gossip, etc.) communication.

(vii) Time Save : If your verbal skills are good, you can put your ideas and thoughts and give clarity while communicating. It saves your time.

2.5.2 Advantages

Some advantages of verbal or oral communication are as follows :

(i) Instant Feedback : Verbal communication provides instant feedback. Both the speaker and the listener can analyze the effectiveness of communication.

(ii) Personal Connection : Personal connection is established face-to-face or over the phone. Connecting someone over the phone or in face-to-face conversations builds trust and relationships.

(iii) Clarity : Verbal communication provides clarity. On the other hand, written text may not provide it, especially in intricate situations.

(iv) Flexibility : It gives flexibility in expressing notions, feelings, and thoughts.

(v) Saves Time : One of the significant advantages of verbal communication is time saving. It facilitates instant transmission of information so that one cannot wait for the message or information.

(vi) Suitable : Verbal communication shares messages or information in a good way and with better clarity so that it can be better understood among the receivers.

(vii) Saves Money : It is one of the efficient tools of communication in formal business because it does not require paper work or other formalities.

(viii) Confidentiality : As messages or information are conveyed through personal contact, it is easier to maintain the confidentiality by the sender.

(ix) Motivation : Verbal communication increases the personal touch of the superior with the subordinates which ultimately increases the self-motivation.

(x) Better Understanding : The sender of verbal communication can assess the level of understanding of the receiver and can provide more informative clarification.

2.5.3 Limitations

Despite having so many advantages, the process of verbal or oral communication suffers from limitations or disadvantages, like :

(i) **No Record :** One of the limitations of this communication is that it is often not recorded therefore; it cannot be used as proof in the future.

(ii) **Forget Easily :** As this communication lacks a record, it can be forgotten by the receiver easily.

(iii) **Time Wasting :** Verbal communication sometimes may be time-wasting when someone is involved in unnecessary talks. This may bring an unRuitful communrcatron process.

(iv) **Mis-understanding :** During a deep conversation, some misunderstandings may arise through conversation. On the other hand, this communication has a clear meaning with no indirect hints that can make conversation difficult.

(v) **Require Adequate Skills :** Verbal communication needs adequate communication skills for successful conversation at both ends.

(vi) **Chances of Denial :** In this communication, the sender or receiver may deny the transmission of data or information in the future if the information is not recorded.

(vii) **Limited Reach :** Verbal communication has less reach than written communication. For long-distance communication, it might not be suitable.

2.6 Non-Verbal Communication

Non-verbal communication is the communication process that is undertaken without taking help of words. It is just a supplement to the oral communication. Gestures, posture, touch, eye contact, and facial expression are then several modes of non-verbal communication.

This communication can be of different types; such as :

● Body language;

● Facial expressions;

● Gestures;

● Personal appearance;

● Psychological responses; etc.

2.6.1 Advantages

Making communication through non-verbal modes of communication and by using several styles of expressions is advantageous based on the following ways :

(i) Quick Expression of the Message : Non-verbal style of communication using signs and symbols helps to communicate the information more quickly than oral and written communrcatron.

(ii) For Physically Challenged People : This mode of communication is of great help for the handicapped or differently abled people who are physically challenged, especially to deaf and dumb people because they exchange information by the gesture of hands, fingers, etc.

(iii) Shorting Wastage of Time : The message of non-verbal communication reaches very fast to the receiver, shorting or reducing the wastage of time.

(iv) Supplementary Verbal Communication : This mode of communication replaces verbal communication to the ultimate extent.

(v) Maintaining Silence : It is the most desirable communication mode where silence is required to be maintained always.

2.6.2 Limitations

Non-verbal communication suffers from certain prominent limitations, like :

(i) Misinterpretation : Non-verbal communication can be misinterpreted at any state of communication by the receiver.

(ii) Un-suitable : This mode of communication is not at all suitable for communicating information that contains complex matters.

(iii) Non-applicability : This communication mode can't be applicable for that information, containing facts and figures.

(iv) Not Accepted Universally : Non-verbal communication cannot be used as a public mode of communication or official mode of communication globally.

2.7 Written Communication

The form of communication in which the sender uses writing mode to express the message and then delivers it to the receiver is known as written communication. There

may be several forms of written communication, like letters, e-mails, telegram, pictorial, and diagrammatic representation using graphs, diagrams, pictures, reports, etc. For a written communication, after receiving the message the receiver can read the message again and again to clarify his understanding.

2.7.1 Characteristics

This is a very effective and beneficial tool for communication characterized by the following features :

(i) **Must be Lucid :** In this communication, the data or information is stated in a clear way and manner so that it can be understood easily by the receivers.

(ii) **Must be Simple :** Simplicity is very essential for any communication because the messages must be understandable. This is especially applicable to written communication.

(iii) **Time Consumption :** The time factor is one of the most important features of written communication because it consumes much more time to collect feedback than any other mode of communication.

(iv) **Language :** It is an important factor in this communication because language selection affects this communication mode to a great extent.

(v) **Evaluation :** Before contemplating written communication, the sender should make proper evaluation of the information along with analysis of the same.

(vi) **Texture :** It is also an important part of written communication. Because some types of communication need a formal texture tone whereas other needs an informal tone.

2.7.2 Advantages

Some of the advantages of Written Communication are as follows :

(i) **Easy Reference :** Written communication can be recorded and can be used ready future documentary evidence and reference.

(ii) **Lucidity :** This communication provides a clear understanding to the concerned message. It allows the receiver a facility to go through the information in the message several times until the receiver is fully get rid of it.

(iii) **Formality :** It is considered as more formal manner of communication than verbal-communication hence can be used in professional or official purpose.

(iv) Legal Evidence : Written documents always work as legal evidence in business activities and transactions maintenance.

(v) Maintain Reputation : Effective written communication creates goodwill for the organkation and enhances the reputation in Bont of other interested parties.

(vi) Easy Presentation : Written communication simply presents complex matters so that the reader can understand the underlying meaning of the message.

(vii) Less Time Constraints : Written communication is not restricted by time limits. It allows the writer to take sufficient time to express and organize their ideas before cornmunrcatmg.

2.7.3 Limitations

The limitations of Written Communication are as follows :

(i) Lack of Feedback : Like verbal communication, users can't get instant feedback in written cornrnunrcatron.

(ii) Formation Complications : Written message writing is required to follow a specific format, rules, and procedures.

(iii) Absence of Confidentiality : In written communication data confidentiality can't be maintained all the time, there is always a chance of a leak of information at any stage of communication.

(iv) Costly : This communication is costly to maintain as it involves the use of several accessories to comply with.

(v) Time-consuming : It consumes much more time than oral communication.

(vi) Inter-personal Relation : In the case of written communication, the inter-personal relationship between sender and receiver can't be maintained as they are separated by geographical distance.

2.8 Body Language

Body language is that of communication in which physical behaviours, and appearance, as against two words, is used to express or convey relevant information. Body language is the movements and positional appearance of people's bodies to express their thoughts and feelings. It is that sort of communication that does not require one to speak to communicate a message or share their feelings. It is a part of non-verbal communication. Some elements of body language include :

● Body Posture;

● Facial Expressions;

● Eye Movements

● Body Touch;

● Use of some area or space to indicate satisfaction; etc.

2.8.1 Necessity

The necessity of Body Language in communication are as follows :

(i) **Understanding the Feelings :** Body language expresses one's feelings which make another person understand such feelings.

(ii) **Showing Attentiveness :** Body language reflects, whether a person is truly and attentively engaged in the conversation or not.

(iii) **Reflection of Engagement :** When two persons are communicating face-to face with each other, their body language expresses engagement in the conversation.

(iv) **Developing Relationship :** When someone is actively engaged in the conversation and listening someone that helps developing the inter personal relationships.

(v) **Confidence :** Someone's body language exhibits his confidence. When he feels confident, it is reflected by his body language.

2.8.2 Advantages

Some of the advantages of Body Language are as follows :

(i) **Improves Relationships :** While communicating with someone face-to-face or over the telephone if you are actively listening to the other person, it builds bonds and improves relationships.

(ii) **Boost up Success :** How someone presents himself during client meetings or other presentations, greatly impacts the business growth and success.

(iii) **Improves Worthiness :** By using confident gestures and trustworthiness, someone can win client members' confidence, which becomes a valuable asset to the organrzatron.

(iv) **Developing Trust :** Positive body language plays a vital role in developing trust by showing sincerity and authenticity.

(v) **Improves Understanding :** When someone is actively paying attention to others, can be more understanding ofothers' feelings, emotions, and intentions.

2.8.3 Limitations

The limitations of Body language are as follows :

(i) **Cultural Impact :** This is impacted by the culture of the country. Hence, one has to be very careful in their use and adaptation.

(ii) **Not Influenced by Mass Gatherings :** Body language is not influenced by huge gatherings. It is useful in face-to-face communication among small groups of members.

(iii) **Exhibits Lack of Confidence :** Many actions and elements like crossing your legs can exhibit a lack of confidence during conversation.

(iv **Lack of Interest :** Many actions and elements like, avoiding eye contact during conversation deliver a clear message that you are not paying attention and interest in the conversation.

2.9 Summary

From the above discussion, we could understand the concepts of Communication and its types; Formal Communication; Informal Communication; Verbal Communication; Nonverbal Communication; Written Communication; and Body Language.

2.10 Exercises

A. Multiple Choice Questions (MCQ) :

1. Which of the following is/are not a form of Non-verbal communication?

   a) Facial expressions

   b) Gesture

   c) Body language

   d) Accuracy and fastness
   Answer: (d)

2. 'Talking' falls under which communication?

   a) Non-verbal communication

   b) Verbal communication

   c) Dramatic communication

d) Specific communication
    Answer: (b)

3. What should be done while listening?
    a) Paying attention
    b) Walking
    c) Talking
    d) Writing
        Answer: (a)

4. .... falls under verbal communication.
    a) Facial expressions
    b) Gesture
    c) Body language
    d) Talking over the telephone
        Answer: (d)

5. .... is not considered as form of verbal communication?
    a) Face-to face communication
    b) Reading
    c) Facial expressions
    d) Conversations
        Answer: (c)

6. Communication refers to usually.........
    a) A one-way process
    b) A Three-way process
    c) A Two-way process
    d) A Four-way process
        Answer: (d)

7. .... is an element of informal verbal communication.
    a) Eye contact
    b) Posture
    c) Gestures
    d) Gossip
        Answer: (d)

8. Which communication processis pertaining to typing, numbers, writing to send information?
    a) Verbal communication
    b) Non-verbal communication
    c) Written communication
    d) Vertical communication
        Answer: (c)

9. Body language means use of
    a) Sharing news
    b) **Expressions**
    c) lectures
    d) Conferences
        Answer: (b)

10. The term ''Communis'' has been derived from .... Word.
    a) Greek
    b) **Latin**
    c) English
    d) French
        Answer: (b)

B. Short Answer Type Questions

1. What are the types of Communication?
2. What do you mean by Written Communication?
3. Give three limitations of Written Communication.
4. Give advantages of Non-verbal communication.
5. What is Verbal Communication?
6. Discuss advantages of verbal communication.

C. Broad Answer Type Questions

1. Discuss various types of Communication.
2. Write advantages and limitations of Written Communication?
3. What is Communication? Give the Limitations of Body Language.
4. What is the importance of Verbal Communication?
5. What are the Characteristics of written Communication?
6. What do you mean by Body Language? Discuss its advantages.

Unit - 3 ❏ Business Communication - I

Structure

3.0 Objectives

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.

3.1 Introduction

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.

3.2 Formal Communication

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.

3.2.1 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.

3.2.2 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.

3.2.3 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.

3.3 Informal Communication

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."

3.3.1 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.

3.3.2 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.

3.3.3. 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

3.4 Business Communication : Meaning and Importance

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 communucation is the process of sharing information between people within and outside the business organisation. Effective business communucation 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.

3.5 Summary

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.

3.6 Exercises

Multiple Choice Questions (MCQ) :

1. What is formal communication?

a) Communication that follows established channels and procedures within an organization

b) Communication that is spontaneous and unstructured

c) Communication that relies solely on verbal exchanges

d) Communication that is limited to written messages

Answer : a)

2. Which of the following is an example of formal communication?

a) Conversations between coworkers during lunch break

b) Email from a manager to a team outlining project guidelines

c) Gossiping among employees about company policies

d) Text message exchange between colleagues about weekend plans

Answer : b)

3. Informal communication is characterized by :

a) Strict adherence to organizational hierarchy

b) Spontaneous and unofficial exchanges of information

c) Written memos and reports circulated within the organization

d) Conformance to established communication protocols

Answer : b)

4. Which of the following is an example of informal communication?

a) Formal meeting minutes distributed to all employees

b) Watercooler conversations among coworkers about weekend activities

c) Company-wide email from the CEO announcing quarterly results

d) Presentation by a department head during a staff meeting

Answer : b)

5. Formal communication channels within an organization typically include :

a) The grapevine

b) Social media platforms

c) Official memos and reports

d) Casual conversations

Answer : c)

6. Informal communication channels include :

a) Hierarchical structures

b) Formal meetings

c) The grapevine and informal networks

d) Company newsletters

Answer : c)

7. Which type of communication is more likely to spread rumors and gossip within an organization?

a) Formal communication

b) Hierarchical communication

c) Informal communication

d) Written communication

Answer : c)

8. Formal communication is essential for :

a) Building social connections among employees

b) Transmitting official policies and procedures

c) Sharing personal anecdotes and stories

d) Expressing emotions and feelings openly

Answer : b)

9. Informal communication is effective for :

a) Disseminating official announcements

b) Building camaraderie and trust among coworkers

c) Implementing organizational changes

d) Documenting performance evaluations

Answer : b)

10. Which type of communication is typically faster and more flexible?

a) Formal communication

b) Informal communication

c) Written communication

d) Verbal communication

Answer : b)

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.

Unit - 4 ❏ Business Communication - II

Structure

4.0 Objectives

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.

4.1 Channels of Business Communication

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

(i) **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.

4.2 Barriers to Business Communication

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.

4.2.1 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.

4.3 Group Discussion

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.

4.4 Mock Interview

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.

4.5 Seminars

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.

4.6 Summary

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.

4.7 Exercises

Multiple Choice Questions (MCQ) :

1. **Which communication channel typically involves communication between individuals or groups at different hierarchical levels within an organization?**

a) Horizontal communication

b) Vertical communication

c) Diagonal communication

d) Informal communication

Answer : b)

2. **Horizontal communication occurs between individuals or groups at the same hierarchical level within an organization. Which of the following is an example of horizontal communication?**

a) CEO communicating with frontline employees

b) Manager communicating with their supervisor

c) Marketing department communicating with the finance department

d) Team members collaborating on a project

Answer : d)

3. **Diagonal commanication involves communication that cuts across different levels and departments of the organization. Which of the following is an example of diagonal communication?**

a) CEO communicating with a middle manager

b) Supervisor communicating with their subordinate

c) The sales department communicating with the customer service department

d) Marketing manager communicating directly with a production team member

Answer : d)

4. **A barrier to communication arising from preconceived attitudes, biases, or emotional factors that affect understanding is known as :**

a) Semantic barrier

b) Psychological barrier

c) Physical barrier

d) Cultural barrier

Answer : b)

5. **Which communication channel is best suited for transmitting information quickly and efficiently between employees at the same hierarchical level?**

a) Vertical communication

b) Horizontal communication

c) Diagonal communication

d) Grapevine communication

Answer : b)

6. **A barrier to communication caused by differences in cultural norms, values, or communication styles is known as :**

a) Semantic barrier

b) Psychological barrier

c) Physical barrier

d) Cultural barrier

Answer : d)

7. **Which of the following is an example of vertical communication?**

a) HR department communicating with the IT department

b) Manager providing feedback to their subordinate

c) The finance department communicating with the marketing department

d) Team members discussing project details

Answer : b)

8. **What is the primary purpose of a group discussion?**

a) To showcase individual expertise

b) To compete with other participants

c) To collectively discuss and analyze a topic

d) To dominate the conversation

Answer : c)

9. **During a mock interview, the interviewer role plays as :**

a) A job candidate

b) A potential employer

c) A colleague

d) A family member

Answer : b)

10. Seminars are typically organized to :

a) Showcase individual talents

b) Provide hands-on training

c) Share information or expertise on a specific topic

d) Conduct job interviews

Answer : c)

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.

Unit - 5 ❏ Modern Forms of Communication

Structure

5.0 Objectives

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

5.1 Introduction

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 imporant. These are e-mail, Facebook, Whatsaps, video-conferencing. From the following you can understand their usage.

5.2 Definition of E-mail

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.

5.2.1 Advantages of E-mail

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

(a) It is the speediest form of written communication.

(b) Message in the form ofchart, diagram, picture etc. can be sent to the destination accurately. It is a subtitute 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.

5.2.2. 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.

5.3 Definition of Video-conferencing

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 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

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

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.

5.3.1. 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.

5.3.2. 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.

5.4 Social Media as a form of Communication

Social media play a very significant role in business communication various forms of social communication like Facebook, WhatApp, Twitter, Instagram etc. are widely used in business communication.

5.4.1 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.

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

Facebook was created in 2004 by Mark Zuckerberg while he was enrolled at Harvard University. Facebook has quite a lot features but its main feature is the Newsfeed where the users see the contents from the facebook friends and pages he follows.

5.4.2 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.

5.4.3 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.

5.4.4 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.

5.5 Summary

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.

5.6 Exercises

Multiple Choice Questions (MCQ) :

1. Which of the following is an example of asynchronous communication?

a) Email

b) Video conferencing

c) Facebook

d) WhatsApp

Answer : a)

2. Which communication tool is best suited for real-time video meetings with remote participants?

a) Email

b) Video conferencing

c) Facebook

d) Twitter

Answer : b)

3. Which platform is primarily used for sharing short text updates and links?

a) Facebook

b) WhatsApp

c) Twitter

d) Instagram

Answer : c)

4. Which social media platform is known for its focus on visual content sharing?

a) Facebook

b) WhatsApp

c) Twitter

d) Instagram

Answer : d)

5. Which communication tool is commonly used for sending instant text messages, photos, and videos?

a) Email

b) Video conferencing

c) WhatsApp

d) Instagram

Answer : c)

6. Which platform is primarily used for connecting with friends and family through personal profiles?

a) Facebook

b) WhatsApp

c) Twitter

d) Instagram

Answer : a)

7. Which social media platform allows users to share updates, photos, videos, and live streams?

a) Facebook

b) WhatsApp

c) Twitter

d) Instagram

Answer : a)

8. Which communication tool is commonly used for sending formal business correspondence and documents?

a) Email

b) Video conferencing

c) Facebook

d) WhatsApp

Answer : a)

9. Which platform is primarily used for sharing and viewing short videos?

a) Facebook

b) WhatsApp

c) Twitter

d) Instagram

Answer : d)

10. Which communication tool allows for real-time audio and video communication between multiple participants?

a) Email

b) Video conferencing

c) Facebook

d) WhatsApp

Answer : b)

Short Questions

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

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.

Unit - 6 ❑ Practice in Effective Communication

Structure

6.0 Objectives

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.

6.1 Introduction

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.

6.2 Notice

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.

6.3 Circulars

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 a 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.

6.3.1. Distinction between Notice and Circulars

The common differences between a c1rcular and a notice are oresented hereunder:

Notice	Circular
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.

6.4 Minutes

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.

6.5 Resolutions

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 preferable 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.

6.5.1 Types of Resolutions

According to the provisions of the Companies Act, 2013, 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 114(2) of the Companies Act, 2013, provides that a special Resolution should be adopted only with a majority of not less than three-fourths (75%) of the members present and voting (includes proxies). The Companies Act further specifies that Special Resolution will require a notice of a clear 21 days. A Special Resolution when passed must be filed with the Registrar of Companies within 30 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) Reduction of share capital

(iv)   Issue of sweat Equity Shares

 (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 company must notify about notice for such resolution along with

notice for the meeting at least 30 days before the holding of the meeting. Such resolution should be passed at three-fourth (75%) majority.

6.5.2 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.

6.6 Summary

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.

6.7 Exercises

Multiple Choice Questions (MCQ) :

1. What is a notice primarily used for in an organization?

a) To provide information or instructions to employees

b) To circulate meeting agendas

c) To record meeting discussions

d) To resolve conflicts among team members

Answer : a)

2. Which document is typically used to communicate important announcements or updates to a large group of people within an organization?

a) Circulars

b) Minutes

c) Resolutions

d) Reports

Answer : a)

3. What is the purpose of minutes in a meeting?

a) To circulate important announcements

b) To provide a summary of meeting discussions, decisions, and action items

c) To issue official statements or resolutions

d) To compile statistical data

Answer : b)

4. Which document records formal decisions or actions taken by a group or organization?

a) Notices

b) Circulars

c) Minutes

d) Reports

Answer : c)

5. Resolutions are typically used to :

a) Provide information or instructions to employees

b) Communicate important announcements

c) Record formal decisions or actions taken by a group or organization

d) Summarize meeting discussions

Answer : c)

6. Which of the following documents provides detailed information and analysis on a specific topic or issue?

a) Notices

b) Circulars

c) Minutes

d) Reports

Answer : d)

7. What is the main difference between a notice and a circular?

a) Notices are formal documents, while circulars are informal.

b) Notices are issued by individuals, while circulars are issued by organizations.

c) Notices are used for internal communication, while circulars are used for external communication.

d) Notices are used to communicate instructions, while circulars are used to circulate information or announcements.

Answer : d)

8. Which document is issued to communicate decisions or resolutions made by a board of directors or governing body?

a) Notices

b) Circulars

c) Minutes

d) Resolutions

Answer : d)

9. Which of the following documents is used to record formal agreements or decisions made during a meeting?

a) Notices

b) Circulars

c) Minutes

d) Reports

Answer : c)

10. Reports are typically used to :

a) Provide information or instructions to employees

b) Communicate important announcements

c) Record formal decisions or actions taken by a group or organization

d) Provide detailed information and analysis on a specific topic or issue

Answer : d)

Short Questions

1. Define the term notice.
2. What is a Circular?
3. What do you mean by the term minutes?
4. Define 'Resolution'.
5. What is special resolution?

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. Distinguish between a Motion and a Resolution.
5. Discuss the rules for drafting a resolution.

Unit - 7 ❏ Report Writing

Structure

7.0. Objectives

After studying this unit, one will be able to understand the concept of :

- Report Writing;
- Types of Report;
- Importance of Report Writing;
- Features of Report Writing; and
- Report Writing Format.

7.1 Introduction

Report writing refers to a skill which assists someone to share important information in a structured and organized manner targeting a specific audience for particular purpose. This can be used for numerous reasons like explaining complex topics, findings, or recommendations to a specific audience, generally in a written format. This type of writing is used in different fields and areas such as academics, science, business and government sectors to convey significant information. A report must be started with a

clear purpose. The writer accumulates information through research work, observations or data collection. After that these data are analyzed and organized using some technical and prudent way. One of the most significant matters of report writing is that its structure. A typical report comprises of several identifiable sections, like, an introduction, methodology, findings or results, discussion and at the most importantly the conclusion. These sections assist a targeted audience i.e., basically the readers in understanding the matter, the process of accumulating information, the results and the importance of findings. Reports also often include visual aids such as graphs, charts and tables to understand and to make clear the complex data.

7.2 Definition of Report Writing

''A report is a systematic presentation of information relating to an event, progress of action, or business activity. It is a written statement of results, events, qualities, conditions, progress, or interpretation of records.'' Reports are often analytical, and involve the rational analysis of data information. But it is not that reports will analyze and sometimes simply ''report the facts'' without any analysis. A good quality report summarizes past events, present and current data, and forecast future trends.

7.3 Types of Report

There are various types of reports. These may be used for various purposes. Some commonly used reports are as under :

● Formal and Informal reports

● Routine reports

● Long and Short reports

● Proposal report

● Internal or External reports

● Audit report

● Special reports

● Functional reports

● Lateral reports

● Sales report

Those are discussed below briefly :

(i) **Formal and Informal Reports :** Basically, Formal reports are comprehensive and well-structured documents categorized by a standardized format. It includes a title page, contents, methodology, findings, discussion, recommendations and conclusion. The main goal of formal report writing is to discuss about a specific issue. These types of reports are common in academic and corporate sectors as well as in government and research institutions. On the other hands, Informal reports differ from a formal report. This type of report is used for internal business and research objectives. Informal reports are basically shorter and more straightforward than formal reports. Some examples of these types of reports areMemo, email updates and short progress reports.

(ii) **Routine Reports :** Routine reports refer to a regular update on ongoing activities within an organization. These types of reports give information about daily or periodic activities so that stakeholders stay informed and make good decisions. It focuses on facts and figures by avoiding unnecessary information following a standardized format. Some examples- daily sales reports, attendance reports, etc.

(iii) **Long and Short Reports :** These kinds of reports are straight forward. Short reports may have two or three pages of documents. Sometime, it may be called as memorandum. Whereas, a long report may have many pages.

(iv) **Proposal Report :** A proposal is a document made to describe how one organization can fulfill the needs of another.

(v) **Internal or External Reports :** Internal reports mean which is chculated within the company. On the other hand, External reports like company annual reports are written for distribution outside of the organization.

(vi) **Audit Report :** Audit report provides an organization's financial status highlighting areas that need attention and improvement. An audit report is a wellstructured and official document prepared by an auditor to give an assessment of an organization's financial status.

(vii) **Special Reports :** Special reports are made for specific purposes like investigating a particular issue. These reports are more in depth. These reports are often used to address complex issues or make critical decisions.

(viii) Functional Reports : These reports include a different report type; such as, accounting report, fiscal report and marketing report. They are helpful in managing and improving specific fUnctions within an organization.

(ix) Lateral Reports : Lateral Reports focuses on developing coordination and communication between several divisions within the organization. They serve as a channel for sharing information, ensuring that the entire team are aligned and informed.

(x) Sales Report : Sales reports provide information of a company's sales performance. Sales reports contain data on sales volume, revenue, customer acquisition and market trends.
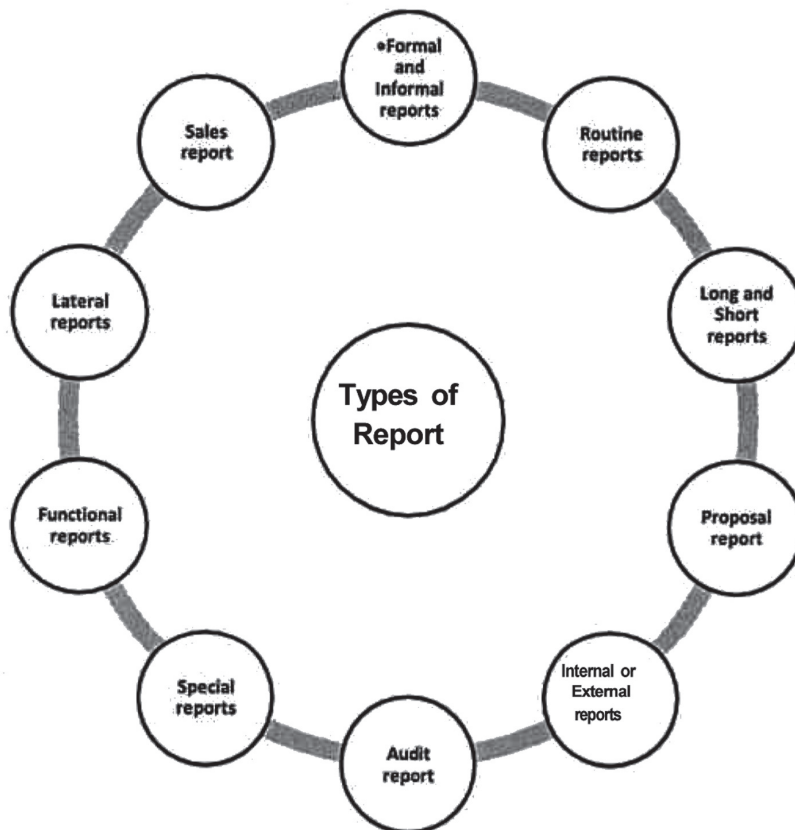

Figure: 1

7.4 Importance of Report Writing

The importance of Report writings are as follows below

(i) Analysis : Report writing is very crucial because when any kind of issue arises, committee members try to find out the reason for that particular issue and give suggestion in the shape of report writing.

(ii) Helpful for Decision Making : In this modern world, company requires a large amount of information. To manage this information report writing is very helpful. Report writing helps managers to take the necessary decisions. It provides easy and updated details in the document.

(iii) Control Work Effectively and Efficiently : Report writing assists to control your work effectively and efficiently.

(iv) Locate Resource Quickly : Report writing can help you find out information quickly and easily.

(v) Development of Skill : Report writing assists to develop the skills of designing, communication and Decision making.

(vi) Easy Tool : Report writing plays an important role for managers as it contains source of information. In order to planning, controlling, promoting report writing is very much helpful and easy tool.

(vii) Assessment : During assessment it has a great importance. Because report writing helps you to assess your own or others' performance, development or results.

(viii) Control Complex Situation : An organization based on a large scale, there might always have a problem of labour that can bring complex situation. In order to maintain these situation managers, make a report.
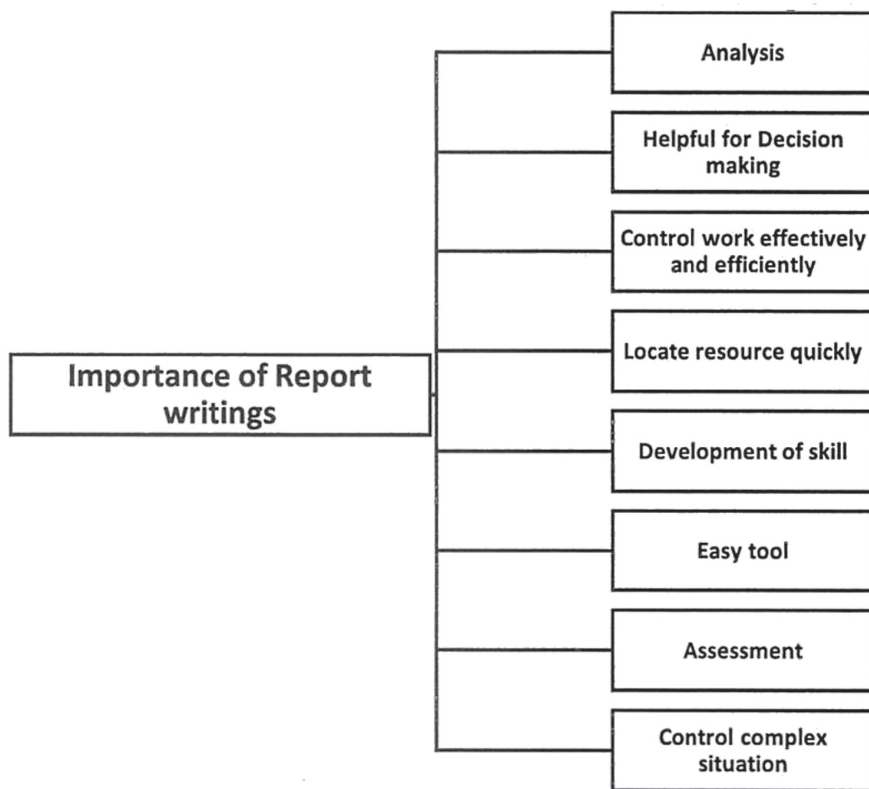
Figure: 2

7.5 Features of Report Writing

Some of the important features of Report Writing are as follows :

(i) **Clearness :** Clearness in report writing is very important. It ensures one that complex ideas and information are presented in a very simple way which is understandable. It permits readers to grab the information effortlessly.

(ii) **Correctness :** Correctness also plays a significant role in report writing. It ernures about the information put in a document iS precise and error Bee. During writing, writers must verify sources and cross-verify information to control the report's accuracy.

(iii) Well-structured Writing : Report writing should in well-structured. It includes sections like introduction, methodology, fmdings, analysis, conclusions and recommendations. It assists readers to read the content smoothly.

(iv) Simplicity : Report writing should maintain simplicity. In report writing short sentences and straight forward language should be used so that the reader can grasp the context easily.

(v) Visualization : Visualization plays a vital role in report writing as it is shown in the form of graphs, charts, tables and images which simplify intricate data. It provides visual representation of trends, patterns, comparison, etc.

(vi) Shortness : A report should not be unnecessarily lengthy so that the patience of the readers is not lost. But report writing must be complete.

(vii) Logical Sequence : The points in report writing must be arranged in a logical sequence, not in a random manner.
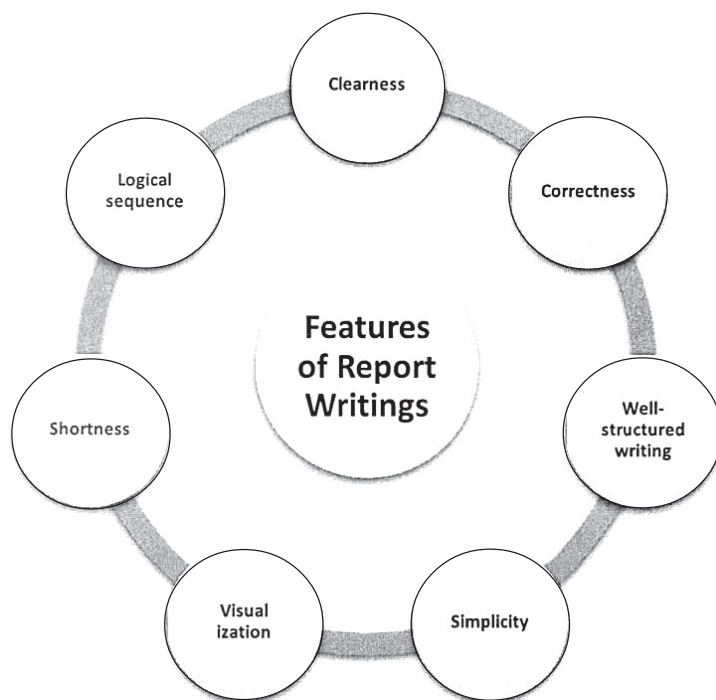

Figure: 3

7.6 Report Writing Format / Structure

Report writing format means the systematic arrangement of a formal document which coveys' data on a specific matter. Basically, Report writing contains some essential elements, including :

(i) **Title :** It comprises of vital details like the report's title, the writer's name, date of submission and other related information.

(ii) **Table of Contents :** The table of contents comprises of a list of topics that users can find in the report with the mention of their respective page numbers.

(iii) **Summary :** It gives a brief overview of the report, highlighting the key conclusions and suggestions that emerge from the report's content.

(iv) **Introduction :** It is very important part of report writing. The introduction provides background information concerning the subject or issue.

(v) **Body :** The body of the report serves as the core of the report, presenting most of the information. Basically, it is segregated into numerous sections and sub sections. All the collected facts and evidence can be presented in the body of the report.

Figure: 4

(vi) **Conclusion :** Conclusion is also a part of a report. Here, all the information is accumulated together and your personal opinion is explained in this section.

(vii) **References :** This section includes lists of all the sources used to research or collect the data for the report.
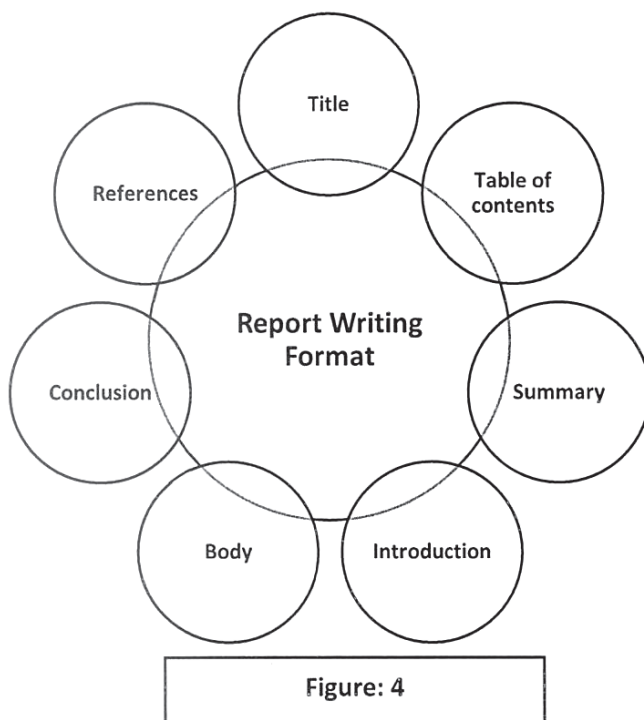
7.7 Do's and Don'ts of Report Writing

During drafting report several elements are not supposed to be allowed to do where as some are allowed. Dos and don'ts are technically known as do's and don'ts. Some of those are as follows :

The Do's

(i)   **Relevant Information :** You will have to make reporting relevant so that one can understand the matter of reporting.

(ii)   **Make it Simple :** If your report design is too intricate, people may not be able to understand it. It is best to use a simple word and not include too much content. It will help the people read it quickly and get the information.

(iii)   **Correct Language :** Report writing should be formal and professional. The language of the report writing should be neutral and objective. You also have to check the report in multiple times so that it can be accurate.

(iv)   **Formatting :** Formatting in report writing plays a vital role. Because it provides the report look organized and easy to get. When all the things are presented in an organized way it helps readers to understand and find out the information.

(v)   **Visualizations :** It makes intricate data more understandable. It provides trends and patterns that may be missed in-text-based data and helps in better decision making. It is very much effective.

The Don'ts

(i)   **Don't Have Spelling Errors :** You cannot send your reports with errors. Because if your report has errors then it reflects poorly on you and the organbation and exhibits a lack of attention to detail.

(ii)   **Don't Use too Much Content :** If your report has too much content then it may be difficult for the readers to find out the main pont. This may lead to confusion getting ideas. On the other hand, if you report is short and transparent, it shows information better.

(iii)   **Don't Use Poor Quality Images :** If you use poor quality images in report design can negatively impact the overall presentation. It provides the report look unprofessional and unattractive. Always use relevant images with high quality.

(iv) Don't Forget to Review : You have to recheck your report so that all the information presented in the report can be error-free and accurate.

7.8 Summary

From the above discussion we could understand the concept of Report Writing; Types of Reports; Importance of Report Writing; Features of Report Writing; and the Report Writing Format.

7.9 Exercises

Multiple Choice Questions (MCQ) :

1. Which of the following is/are not the type/types of report?

a) Formal reports

b) Informal report

c) Special reports

d) Analytical report

Answer : d)

2. Which of the following is contained in the common format of report writing?

a) Title, Methods, Summary

b) Particulars, Methods, Summary

c) Title, Table of Contents, Summary

d) Title, Analysis, Methods

Answer : c)

3. Report writings show the result of-

a) Experiment

b) Inquiry

c) Investigation

d) All of these

Answer : d)

4. The report is always presented in which manner?

a) Horizontal manner

b) Data biased manner

c) Sequential manner

d) Particular manner

Answer : c)

5. An informal report is used for ... document.

a) Shorter

b) Longer

c) Academic

d) Periodical

Answer : a)

6. A report is ...

a) Technical work

b) Professional work

c) Informational work

d) Particular activities

Answer : c)

7. Informal report is considered as-

a) Larger report

b) Detailed report

c) Straight forward report

d) Comprehensive report

Answer : c)

8. A report can be used for

a) Decision making

b) Making production

c) Selling of goods

d) Purchasing of goods

Answer : a)

9. Which of the following reports give data, analyses and conclusions?

a) Progress reports

b) Analytical reports

c) Summary report

d) Confidential report

Answer : b)

10. Report discusses a particular issue in

a) Detail

b) Less detail

c) Horizontal way

d) Vertical

Short Questions :

1. What do you mean by Report Writing?

2. Define Formal and Informal Reports.

3. State three characteristics of Report Writing.

4. What is Visualization?

5. What are the dos of Report Writing?

6. Discuss two Don'ts of Report Writing.

Broad Questions :

1. What is Report Writing? What are the Features of Report Writing?

2. Discuss various types of Report Writing.

3. Discuss the necessities of Report Writings.

4. Discuss Routine reports, Functional reports, Sales reports, Audit reports.

5. Explain the Dos and the Don'ts of Report Writing.

6. Discuss about the Format of Report Writing.

Unit - 8 ❑ Drafting

Structure

8.0 Objectives

After studying this unit you should be able to understand :

- Rules for drafting report.

- Drafting of notices, minutes, resolutions, reports, and circulars.

8.1 Introduction

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.

8.2 Rules for drafting a Report

(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.

8.3 Drafting of Notice, Minutes, Resolutions, Reports, Circulars

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

Charu Ltd.

Regd. Office : 15 N D Road,

Howrah

Notice

Notice is herby given that the 12th Annual General Meeting of the company will be held on Friday, the 27th August, 2024 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, 2024   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 31.03.2024
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 oridinary 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 direcrtos but requires ratification at the general meeting according to the Companies Act, 2013.

Note :

1. A member is entiteld 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, 2024 and will reopen on 30th August, 2024.

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

<div align="center">

Alpha Co. Ltd.

10, Bidhan Sarani

Kolkata-700006

Notice

</div>

<div align="right">20th December, 2024</div>

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, 2024 at 3 p.m. You are requested to be present in the meeting.

<div align="right">

Yours faithfully,

T. Basu

Secretary

</div>

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**).

<div align="center">

XYZ LTD.

17, M. G. Road

Kolkata-700007

Notice

</div>

<div align="right">

4th October, 2024

</div>

To

Mr. S. Maitra

15, Zamir Lane

Howrh-711103

Sir,

This is to inform you that the 9th Baord Meeting of the company will be held on Friday, the 22nd October, 2024 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.

<div align="right">

Yours faithfully,

S. S. saha

Secretary

</div>

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, 2024 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.

<div align="center">

CIRELA

</div>

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

15.01.2024	S. Karati	R. P. Ghosh
	(Secretary)	(Chairman)

(e) **Drafting of Resolution**

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

<div align="center">

XYZ CO. LTD.

Regd. Office : 576 G. T. Road

Howrah

Resolution by Circulation

</div>

To

All the Directors,

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

<div align="center">

Draft Resolution

</div>

"Resolved that Mr. M. M. Maji, an additional director of the company, whose tenure of service expires on 15.12. 2024 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 disapporval in the space provided below:

<div align="right">

Yours faithfully,

</div>

Howrah   A. Raha

12.12.2024   (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. 2024

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.

<div align="right">

Yours faithfully,

K. Sandhu

(Secretary)

</div>

(g) Drafting of Circulars

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

<div align="center">

Biswas Traders

20, College Street,

Kolkata-700073

</div>

<div align="right">

15.09.2024

</div>

Circular No.—C/21

Dear Sir,

We have the pleasure to announce that we have opened a tea counter ar the address mentioned above. Tea ofgood quality will be sold on wholesale and retail basis to the customers on and from 20th September, 2024. 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.

<div align="right">

Yours faithfully,

D. P. Konar

(Manager)

</div>

8.4 Records

● 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".

8.4.1 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.

8.5 Summary

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 therin. A report is a statement or an account on some happenings, findings, observations or recommendations prepared either by an induvidual 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.

8.6 Exercises

Multiple Choice Questions (MCQ) :

1. What is the primary purpose of a job interview?

a) To evaluate a candidate's academic qualifications

b) To provide candidates with job offers

c) To assess a candidate's suitability for a position

d) To test a candidate's knowledge of trivia

Answer : c)

2. A panel interview involves :

a) A one-on-one discussion between the candidate and multiple interviewers

b) A group of candidates being interviewed simultaneously

c) Multiple interviewers questioning a single candidate

d) A written assessment followed by an interview

Answer : c)

3. What is the purpose of a CV?

a) To summarize a candidaters academic qualifications

b) To provide a detailed account of a candidate's work experience and skills

c) To list a candidate's hobbies and interests

d) To include personal references

Answer : b)

4. Which section of a CV typically includes information about a candidate's education background?

a) Work experience

b) Skills

c) Personal interests

d) Education

Answer : d)

5. What should be included in the "work experience" section of a CV?

a) Personal hobbies

b) Professional qualifications

c) Detailed descriptions of previous job roles and responsibilities

d) Contact information

Answer : c)

6. Which of the following is a "do" when facing an interview?

a) Arriving late for the interview

b) Dressing casually

c) Researching the company beforehand

d) Avoiding eye contact with the interviewer

Answer : c)

7. What is a "don't" when facing an interview?

a) Being punctual

b) Speaking confidently about one's achievements

c) Focusing only on salary and benefits

d) Providing concise and relevant answers

Answer : c)

8. Which type of interview involves a series of structured questions asked in a specific order?

a) Behavioral interview

b) Case interview

c) Situational interview

d) Structured interview

Answer : d)

9. A case interview typically involves :

a) Discussing hypothetical scenarios or case studies

b) Answering questions about past experiences and behaviors

c) Demonstrating technical skills through practical tasks

d) Engaging in role-playing exercises

Answer : a)

10. Which type of interview assesses a candidate's ability to handle specific situations they may encounter on the job?

a) Behavioral interview

b) Case interview

c) Situational interview

d) Structured interview

Answer : c)

Short Questions

1. What would be the language of a report?

2. What woluld 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.

Unit - 9 ❑ Writing Skill

Structure

9.0 Objectives

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.

9.1 Introduction

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.

9.2 Definition of Business Letter

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.

9.3 Importance of Business Letter

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.

9.4 Style of Business Letter

Drafting of letter is an art and so creative in nature. Again, every creative work needs a style. The world '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 typorgaphic arrangement and display. Hence, it may be inferred that the style of a busniss letter refers to the format and layout used in structuring the letter. It determines the alignment of text, placement of addresses, paragraph intention, and overall appearance. The choice of style of letter affects the professionlise and readability. The common styles of business letters are- block style, modified block style, semi-block style.

9.5 Essentials of Business Letters

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 langauge. 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 withthe 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, whichis relevant to the purpose of the letter, be left out. So, completeness is another important quality of a business letter.

9.6 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 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,** whichshows 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,

Saluation 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

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 :

(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 leter. 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 headings

P.S. signifying postscript. This is, however, not a good practice and should be avoided.

9.7 Drafting of Different Types of Business Letters

(a) **Letter of offer**

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

<div align="center">

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

</div>

<div align="right">

18.11.2024

</div>

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 promtly and with due care.

<div align="right">

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

</div>

Enclo : Catalogue

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

<div align="center">

Thanamakua Mahavidyalay
Howrah

</div>

Ref. No.—Lib/15/2024   25.10.2024
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.

<div align="right">

Yours faithfully,

Prasanta Saha

(Librarian)

</div>

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

<div align="center">

Thanamakua Mahavidyalaya

Howrah

</div>

Ref. N0. - Lib/21/2024   10.11.2024

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/55/2024, dated 30.10.2024. 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.

<div align="right">

Yours faithfully,

Prasanta Saha

(Librarian)

</div>

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

<div align="center">

SONY (INDIA) LTD.

Park Mansion

15, Park Street Kolkata-16

</div>

<div align="right">

The 10th October, 2024

</div>

To

M/S. Ghosh Brothers,

15A, B. T. Road,

Palta 24 Parganas (North)

Dear Sirs,

Thank you for your order for l0 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.

<div align="right">
Yours faithfully,
S. Sahai
(Sales Manager)
</div>

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

<div align="center">
Eastern Trading Co.
l5, Lalbazar Street,
Kolkata - 1
Tele. 2441 5222
</div>

<div align="right">
25.12.2024
</div>

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

Dear Sir,

We thank you for your order, dated l8th 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.

<div align="right">
Yours faithfully,
For Eastern Trading Co.
T. Karmakar
(Manager)
</div>

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

<div align="center">

SKD Laboratories

51, Taratala Road, Kolkata-69

Tele. : 2440-5212

</div>

Ref. No. - Enq./D-5/2024   Date : 15.10.2024

To

The Manager,

SBI Bank,

Salt Lake

Kolkata-64

Dear Sir,

<div align="center">

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

</div>

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.

<div align="right">

Youis faithfully,

For SKD Laboratories

Md. Ali

(Marketing Manager)

</div>

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

<div align="center">

Bengal Chemical Co.
20, M. G. Road,
Kolkata-700 020
Tele. : 2266-3939

</div>

Ref. No. LC/12/2024   Date: 10.12.2024

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

Dear Sir,

<div align="center">

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

</div>

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, l 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   Yours faithfully,
Sd/- S. Paul   For Bengal Chemical Co.
                                                       D. Sen
                                                (Director, Marketing)

9.8 Summary

To communicate message the age old system is communication through writing andbusiness 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.

9.9 Exercies

Multiple Choice Questions (MCQ) :

1. What is the primary purpose of a business letter?

A) To communicate personal messages

B) To facilitate professional communication between organizations or individuals

C) To share fictional stories

D) To promote social networking

Answer: B)

2. Which of the following best defines a business letter?

A) A formal written message exchanged between businesses or professionals for official purposes

B) A casual letter sent between friends

C) A handwritten note for informal communication

D) A letter used exclusively for marketing purposes

Answer: A)

3. Why are business letters important in professional communication?

A) They provide a formal and documented way of communication

B) They help in casual conversations between friends

C) They are used only for internal communication within a company

D) They replace all forms of digital communication

Answer: A)

4. Which of the following is NOT important in a business letter?

A) Establishing and maintaining business relationships

B) Serving as legal records of communication

C) Enhancing professional credibility

D) Used only for personal greetings

Answer: D)

5. which of the following is NOT a common business letter style?

A) Block style

B) Modified block style

C) Casual style

D) Semi-block style

Answer: C)

6. What does 'brevity' in a business letter mean?

A) Using detailed and lengthy explanations

B) Keeping the message short, precise, and to the point c) Using complex vocabulary to impress the reader

D) Writing in an informal and humorous tone

Answer: B)

7. Which essential qualitY of a business letter ensures that all necessary information is included?

A) Clarity

B) Courtesy

C) Completeness

D) Brevity

Answer: C)

8. Which of the following is NOT a standard part of a business letter?

A) Salutation

B) Body

C) Postscript (P.S.)

D) Complimentary close

Answer: C)

9. in the arrangement of a business letter, where is the date usually placed?

A) At the beginning of the body paragraph

B) Below the recipient's address

C) At the toP, usualIY aligned to the left or right

D) After the complimentary close

Answer: C)

10. Which of the following is the correct sequence of parts in a business letter?

A) Salutation → Body → Date → Signature → Recipient's Address

B) Sender's Address → Date → Recipient's Address → Salutation → Body → Complimentary Close → Signature

C) Recipient's Address → Salutation → Sender's Address → Body → Complimentary Close → Date

D) Signature → Date → Sender's Address → Body → Salutation

Answer: B)

Short Questions

l.   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

l.   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.

Unit - 10 ❏ Interviewing Skills

Structure

10.0 Objective

After studying this unit you should be able to understand:

- The definition of interview.

- Types of interview.

- Writing application letters, and CV/ resumes.

10.1 Introduction

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 aii 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.

10.2 Interview

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.

10.2.1 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.

10.2.2 Guidelines for Preparation of Successful Job Interview

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

(i) The interviewee should, at the very outset, understand what type of organization is it 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.

10.2.3 Types of questions in our interview

There are most populary, 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.

10.3 Writing of Application Letter

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.

10.3.1 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.

10.4 Curriculum Vitae (CV) Writing

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; 8th August, 2024.

- **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 carreer, 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 carreer 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 ihould be included here. Strengths and personality traits may be mentined 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.

10.4.1 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	:

10.5 Facing Interviews – Do's and Dont's

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 2nd or 3rd 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 ladied 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.

10.6 Summary

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.

10.7 Exercises

Multiple Choice Questions (MCQ) :

1. What is the primary purpose of an interview?

A) To evaluate a candidate's suitability for a role

B) To have a casual conversation with the interviewer

C) To test the candidate's physical fitness

D) To fill out paperwork for a job

Answer: A)

2. which of the following is an important factor for a successful interview?

A) Arriving late to show confidence

B) Dressing appropriately and professionally

C) Avoiding eye contact with the interviewer

D) Speaking very little to keep answers short

Answer: B)

3. which type of interview involves multiple candidates being interviewed at the same time?

A) One-on-one interview

B) Group interview

C) Panel interview

D) Telephonic interview

Answer: B)

4. What should a candidate do at the end of an interview?

A) Walk out without saying anything

B) Ask about salary first

c) Thank the interviewer and express interest in the role

D) Argue with the interviewer about their questions

Answer: C)

5. which type of interview follows a predetermined set of questions for all candidates?

A) Open-ended interview

B) Group interview

C) Structural (Structured) interview

D) Informal interview

Answer: C)

6. In which type of interview are multiple candidates interviewed together?

A) Structural interview

B) Group interview

C) Open-ended interview

D) One-on-one interview

Answer: B)

7. Which tYpe of interview allows candidates to respond freely without strict question formats?

A) Structural interview

B) Group interview

C) Open-ended interview

D) Telephonic interview

Answer: C)

8. What is a keY characteristic of a structured interview?

A) Questions are prepared in advance and asked uniformly to all candidates

B) Candidates discuss topics in a casual and unstructured manner

C) The interview is conducted in a group setting

D) Candidates answer only 'Yes' or 'No' questIons

Answer: A)

9. What does CV stand for?

A) Career Vision

B) Corporate Verification

C) Curriculum Vitae

D) Candidate Verification

Answer: C)

10. Which of the following is NOT typically included in a CV?

A) Educational qualifications

B) Work experience

C) Personal hobbies and interests

D) Daily personal routine

Answer: D)

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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