CSEET

PAPER 1

BUSINESS COMMUNICATION

CHART BOOK

BY –
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ABOUT :

CS FATEMA KAGALWALA

- Fatema Kagalwala is a corporate lawyer and chartered secretary.

- She has been a Professor at ICSI .

- She has over a 3 years of post-qualification experience in company law, commercial law, consumer laws and Securities laws.

- ALL INDIA 13th RANK HOLDER IN CS PROFESSIONAL .

- Over 6 Years of Teaching Experience .

- Faculty of Accounts and Financial Management .

- In addition to the above, Fatema is also associated with Jahangir Associates & has worked with some of the renowned corporates in Mumbai and has been a part of very prominent deals.

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ENGLISH GRAMMAR AND ITS USAGE

Grammar and its Usage

English language follows a set of rules like all other languages. Broadly speaking, the part of Grammar concerned with changes in the form of words by internal modification or by affixation is known as accidence and the manner in which these words are arranged in the form of a sentence is called syntax.

Parts of Speech in English

Nouns
A noun is "naming word". It names somebody or something.
e.g - Rahul took the dog to park.

ENGLISH GRAMMAR AND ITS USAGE

Kinds of Nouns

Common nouns are the names given in common to all persons, places or things of the same class. For example, bank, shop, market, etc.

Collective noun : Common nouns include another class known as collective nouns. A collective noun names a group of people, animals or things regarded as a whole., e.g., batch, company, university, crowd, flock, etc.

Proper nouns are the names of particular persons, places or things. For example, India, Larsen and Tubro, Delhi, January.

ENGLISH GRAMMAR AND ITS USAGE

Pronouns

Pronouns are used in place of nouns. Pronouns may be Personal and Relative.

❖ Personal Pronouns: To represent person or things., e.g., I, we, you, she, he, it him, us, them, etc.

❖ Relative Pronouns : The most common relative pronouns are whom, which and that.

❖ Possessive Pronouns : These show possession, e.g., mine, ours, yours their, its and hers

Adjectives

A word used to describe or point out, a person, animal, place or thing which the noun names, or to tell the number and quantity, is called an Adjective.
e.g -Rani is a clever girl (Girl of what kind?)

ENGLISH GRAMMAR AND ITS USAGE

Adverb

While Adjectives qualify or add to the meaning of nouns , adverbs modify the meaning not only of verbs, but also of adjectives, prepositions, conjunctions, etc.

Types of Voices

- As a general rule, we should use Active Voice in our sentences. Such sentences are shorter, direct and emphatic.
- Passive Voice is also found more suitable while drafting legal formulations as no identifiable subject can be mentioned.

For example:

Follow the traffic rules, while driving. (Active Voice)

 The traffic rules should be followed while driving. (Passive Voice)

ENGLISH GRAMMAR AND ITS USAGE

Preposition	A Preposition, by definition is placed before a noun or its equivalent in order to show its relationship in terms of time, place, etc.: For example: The root word get conveys italicized meanings when used with: ...about, move or spread ...across, be understood ...ahead, make progress
Conjunction	Conjunctions join words or even sentences conveying related ideas. Two commonly used conjunctions are: ❑ And ❑ but. Such conjunctions are known as Correlative Conjunctions.
Interjection	Interjections are words which are used in a sentence to express strong emotion or feeling. They may not form a part of its grammatical structure. Some of the common interjections are: Hi !, AlAS !, Oh !, etc.

ENGLISH GRAMMAR AND ITS USAGE

Articles

The words a or an and the are called Articles.

e.g - A doctor; that is, any doctor

The article 'an' is used when the noun to which it is attached begins with a vowel sound (a, e, i, o and u). It is the vowel sound and not the vowels that determines the use of 'a' or 'an'. Vowels with consonant sound take 'a 'and not 'an'.

For example,

- Bring me an apple.
- He is an honest man.

Usage

Usage implies the manner in which the native speakers of a language use it. The "body of conventions governing the use of a language especially those aspects not governed by grammatical rules", "habitual or customary use "often lays down new standards of acceptance.

For example, 'It is me' is generally accepted on grounds of usage even though 'It is I' is considered grammatically
correct.

ENGLISH GRAMMAR AND ITS USAGE

Tenses

Tense'. The word tense comes from Latin word tempus, meaning time. Read the following sentences.

- I write this letter to my mother.
- I wrote the letter yesterday.
- I shall write another letter tomorrow.

❖ In sentence 1,the verb write refers to present time. Hence a verb that refers to present time is said to be in the Present Tense.

❖ In sentence 2, the verb wrote refers to past time. Hence it is said to be in Past Tense.

❖ In sentence3,theverb shall write refers to future time.Therefore,it is said to be in the Future Tense.

Just as Present Tense has four forms, the Past Tense also has the following four forms :

- I jumped from the window. (Simple Past)
- I was jumping from the window.(Past Continuous)
- I had jumped from the window.(Past Perfect)
- I had been jumping from the window.(Past Perfect continuous)

Similarly, the Future Tense has the following four forms :

- I shall/will jump (Simple Future)
- I shall/will be jumping. (Future Continuous)
- I shall/will have jumped.(Future Perfect)
- I shall/will have been jumping. (Future Perfect Continuous)

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Sentence Construction

A group of words, which makes complete sense, is called a sentence.

- Make a statement : The government has decided to disinvest its stake in Air-India.
- Pose a question : Would this step enable them to turn this PSU around?
- Give a command : Bring about a change of ownership.
- Make an exclamation: What away to bridge the fiscal deficit!

A sentence consists of two parts:

Subject :
The part which names the person or thing we are speaking about is called the subject of the sentence.

Predicate :
The part which tells something about the subject is called predicate.

ENGLISH GRAMMAR AND ITS USAGE

Phrase

A Phrase is a group of words, which neither has a finite verb nor makes any sense by itself. Depending on its place in the sentence, it may be a:

- Noun
- Adjectival or
- Adverbial Phrase.

Noun Phrase

A Noun Phrase is a group of words that does the work of a Noun.

For example,

My demat Account has been closed.

ENGLISH GRAMMAR AND ITS USAGE

Types of Sentences	A group of words that form a part of a sentence, and has a subject and a predicate of its own, is called a clause.
	The clause that makes good sense by itself, and hence could stand by itself, as a separate sentence is called a Principal or Main Clause.
	A clause which cannot stand by itself and makes good sense but not complete sense are called a Dependent or Subordinate Clause.
	For example - This courage won him honor.
	A compound sentence is made up of two or more independent clauses. For example, Night come on and rain fell heavily and we all got very wet.
	For example - The human brain never stops working until you stand up to speak in public.

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Sentence Construction

Sentences can be constructed using different structures or patterns. The simplest sentence may have:

- ❑ a noun or a pronoun in the beginning,
- ❑ a verb in the middle,
- ❑ another noun or its equivalent in the end.

For example -
The budget affects the stock market

Sentence Construction is based on the kind of writing in question.

⬇

Loose sentences

⬇

Periodic Sentences

Sentence Construction on the basis of Length.

⬇

Shorter Sentences

⬇

Longer Sentences

Paragraph Construction

The construction of a paragraph is equally important. If a good sentence should focus on a single thought, a good paragraph should restrict itself to a single topic or idea. The topic sentence of a paragraph sums up its central idea and develops it further

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Prefix	If the affix or addition to the root word comes at the beginning, it is called a prefix
Groups of Prefixes Prefixes fall into a number of distinct groups such as:	
Supportive Prefixes	Supportive Prefixes are prefixes that support or are for the root word. Examples of Pro as a supportive prefix are Pro-choice, Pro-market, Pro-life.
Opposing Prefixes	Opposing Prefixes are prefixes that are opposed to the action denoted by the root word. (Spurious) - antihero, antiChrist, antiself (affected person) Contra (against) - contraception, contraindicate, contravene, contramundum
Negative Prefixes	Negative Prefixes are prefixes that denote the absence of distinguishing features of the root word. a (not, without) - amoral, ahistorical, atheist, asymmetric
Reversative Prefixes	Reversative Prefixes are prefixes that denote the act of undoing the previous act that the root word denotes as being done.

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Derivative Prefixes	Derivative Prefixes are those that denote the meaning of removing something or depriving something or someone. de (remove something)-debug, defrost
Pejorative Prefixes	Pejorative Prefixes are those that express contempt, disapproval, bad or wrong. mis (badly/wrongly) - miscalculate, misgovern, misspell, mismanage, misalign, misapply, misbelief
Place Prefixes	Place Prefixes are prefixes that indicate place or placing of things, situation, etc. ante (before) - antecedent, antechamber, anteroom circum (around) - circumvent, circumnavigate, circumlocution, circumbulate, circumlunar
Size Prefixes	Size Prefixes denote size. mega (very large)-megaphone, megastar, megalith, megawatt
Time Prefixes	Time Prefixes denote time.
Number Prefixes	Number Prefixes are those that denote number
Status prefixes	Status prefixes are those that denote a status.
Class Changing Prefixes	Class Changing Prefixes have the effect of changing the word class, like making transitive verbs from nouns, adjectives, intensifying force of the verbs used, etc

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Suffix

It is a morpheme (minimal meaningful language unit) added at the end of a word to form a derivative.

Groups of Suffix : Suffixes fall into the following categories:
- Noun Suffixes – Adjective Suffixes
- Verb Suffixes – Adverb Suffixes

Noun Suffixes are as follows:

- acity (indicates a quality and state of being)-audacity, capacity
- al (verbal action)-betrayal, dismissal, deferral

- Verb Suffixes are as follows: fy/ify (indicates or becoming)-beautify, purify, gratify, electrify, pacify, personify

- Adjective Suffixes - Some of them are as follows: able/ible (inclined to, capable of, causing)-audible, uncountable, readable, reliable, terrible, peaceable, profitable

- Adverb Suffixes : Some of them are as follows: ly (forms adverbs from adjectives)-amiably, candidly, surprisingly, greatly wise (of manner or respect or direction)-clockwise, note wise, taxwise, anticlockwise.

Summary of Punctuations

Full Stop	(.)
Comma	(,)
Hyphen	(-)
Semi colon	(;)
Colon	(:)
Apostrophe	(')
Quotation Marks	(" "/' ')
Crescent brackets	( )
Square Brackets	[ ]
Brace brackets	{ }
Angle brackets	< >

ENRICHING VOCABULARY

Introduction - Enriching Vocabulary

Vocabulary is a person's own knowledge of words. It may be anyone, not necessary to be a just language user and it is really very useful to have a good vocabulary because today we can't keep up without any good treasury of words in our minds.

There are many reasons why it is important to enrich your list of vocabulary words. Some of them are as follows:

- Building your vocabulary is important in reading comprehension.
- Building your vocabulary will improve your communication skills- verbal and written communication skills will improve and you may be able to better understand another individual.
- Building your vocabulary may help improve your personal life, social life and professional life

ENRICHING VOCABULARY

Vocabulary topics

Choice of Words

The words you would choose to communicate with someone depend on the following factors:

- The range or repertoire of your vocabulary.
- Your audience or person you are communicating.
- Type of communication -Whether itis formal or informal, oral or written, these factors will also influence your choice of words.
- The message you intend to convey.
- Context and usage.
- Regional or national differences in language or connotation also influence your choice of words.
- Improving Vocabulary

ENRICHING VOCABULARY

Tips for choosing the right words

- ❑ Simplicity
- ❑ Use familiar words
- ❑ Jargon
- ❑ Avoid using superfluous words/Verbosity.
- ❑ Choose short words
- ❑ Select words for precise meaning
- ❑ Use Gender-neutral words

Synonyms

Synonyms are words that have very nearly the same meaning,

for example:
- ❖ easy, simple, light, effortless, facile, smooth.
- ❖ effort, exertion, pains, trouble,
- ❖ elastic, flexible, supple, springy, resilient

ENRICHING VOCABULARY

Antonyms

Antonym is a word opposite or contrary in meaning to another word.

- Soft drinks against hot drinks
- Soft color against bright color
- Soft tones against weird tones

Homophone

The word, homo, means "same," and phone means "sound." Homophones are two words that sound the same, but have different meanings.

For example, the words
- ✓ two – too,
- ✓ ate– eight,
- ✓ there their,
- ✓ in-inn,
- ✓ ring-wring or more difficult,
- ✓ like principal principle,
- ✓ Stationary stationery,
- ✓ except-accept

Homonym

There's another word that begins with homo-, which speakers often confuse with homophone are knowns homonym . Again, the word homo- means "same," but –nym means "name."

An example of a homonym is the word

"bear." You probably know about the animal called a "bear,"
but the word "bear" can also be a verb that means to tolerate.

Single Word for Group of Words

The skill to substitute a single word form any helps the speaker/writer express himself/herself better.	
Some examples are:	
One who learns a subject as a hobby	Amateur
That which can be easily broken.	Fragile

ENRICHING VOCABULARY

Words Frequently Misspelled

According to the Oxford Dictionary, spelling is hard and misspellings are not only common, but also awkward in professional contexts.

Some example's:
- absence abcense, absence
- accommodate accomodate

Spellings and Pronunciation

English is an infamously difficult language to spell and pronounce. Students are often bewildered by the seemingly anarchic sound/spelling system of English.

For example :
The sound in the middle of words 'steep' and 'breach' is the same and phonetically shown as [i]in the dictionary.

Spelling Errors

Adequate care should be taken to spell words correctly in all communications so that you are able to communicate effectively and impressively

ENRICHING VOCABULARY

Stress and Rhythm	A syllable is the minimum rhythmic sound of a spoken language. A word may have one or more syllables. For example, there is only one syllable in fame, name, claim, train, etc.,
Abbreviations	Abbreviations are the shortened form of a word, phrase or text.
Types of Abbreviation	• the first letters of two/three words or names are used to form an abbreviation M.A.(Master of Arts) • Acronyms are words formed from the initial letters of other words. FICCI (Federation of Indian Chambers of Commerce and Industry). • the first and last letters of a single word. Mr./Mr (Mister) • Scientific terms. Kg,lb,m, amp,ft, yd, mph • Chemical symbols . Ca (Calcium), H (Hydrogen), NaCl (Sodium Chloride), H2O (Water).

Phrase

A Phrase is a group of words, a part of sentence which does not make a complete sentence, but has an independent meaning and makes some sense: on the hill, About town, under the tree, etc.

A phrase is quite often equivalent to an adjective, adverb or noun. We would here, however, confine ourselves to phrases which are used idiomatically.

Idiomatic expression belonging to particular subject

- Money, debt, business, etc.
- Warfare
- Sea and ships
- Fire, light, candles
- Death

ENRICHING VOCABULARY

Proverbs

Proverbs contain home truths as well as universal truths. Naturally, therefore, they are translatable-so far as their meaning goes-from one developed language to another.

Here are some proverbs with their meanings:
- Hope springs eternal in the human breast (one never loses hope).
- Better late than never.
- Fools rush in where angels fear to tread.(Said of reckless persons).

Foreign Words and Phrases

English has borrowed generously from other languages, more so from Latin, Greek, French and German. Many of the borrowed words have been anglicized and today are an integral part of English vocabulary in their original or modified form, e.g., restaurant, rapport, viva voce.

Here 'L' stands for 'Latin'; 'F' for 'French' and 'G' for 'Greek'.
- Ab origin (L) : from the origin
- A lA mode (F) : according to the fashion
- eurekA (G) : I (have) found it !

ENRICHING VOCABULARY

Things to remember while using abbreviations:

- Do not use an abbreviation if it can easily be avoided.
- In an abbreviation, use full stops and capital letters in the conventional way.
- Do not forget to punctuate the rest of the sentence normally.

Don't Abbreviate the following :

In formal academic prose, itis undesirable to abbreviate words simply to save space, time, or energy. In the following cases, abbreviations should be avoided: –

- Words such as through (thru), night (nite).
- Days of the week or months of the year (in the normal flow of text).
- Words at the beginning of a sentence.
- People's names, unless those abbreviations have come to be accepted as nicknames for those particular individuals.
- Courses such as eco (for economics) or pol sc (for political science).

COMPREHENSION OF PASSAGE AND ART OF SUMMARISING

Introduction

The word comprehension means the ability to understand what you listen or what you read. It is an exercise which aims at improving or testing one's ability to understand a language.

Important Strategy to Solve Comprehension Passages

- Read the passage as fast as possible

- Get thoroughly involved with the paragraph to understand it.

- Underline important lines or parts of the passage to answer the questions

- Try to translate a complex line in an easy one in your own words and your own language

- Underline or mark the keywords

- Try to understand some certain unfamiliar words by reading the line thoroughly

- Do not assume anything based on your personal belief.

- Read the questions and all the alternative provided and choose the most appropriate one

COMPREHENSION OF PASSAGE AND ART OF SUMMARISING

Thing to remember

- Find the central idea in the passage
- Focus on Details
- Logical structure
- The Tone of the passage

Requisite Skills

- Logical ability
- Fluency
- Inference Power
- Analytical ability
- Reasoning ability
- Sentence construction and cohesion
- Reading speed
- Vocabulary power
- Working memory and attention

Fatema Kagalwala (AIR 13th in CS Final)

Concept of Communication

The word 'communicate' has been derived from the Latin word 'Communis', which means to 'share'. Communication is a process by which information is exchanged between individuals through a common system of symbols, signs or behavior. It is the expression of facts, opinions, ideas or feelings. A number of definitions have been given to the term "Communication".

Business Communication

When one communicates to transact some commercial activity, that is, providing goods or services, with the intention of generating profits, it is termed as business communication.

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Features of Communication

- Communication is essentially a two-way process.
- Communication is an ongoing process.
- Communication consists not only of facts but ideas and emotions too.
- Communication is a dynamic process.
- Communication is a goal-oriented process.
- Communication is an inter-disciplinary science.

Importance of Communication

Increase in Size

↓

Growing Specialization

↓

Cut-throat Competition

↓

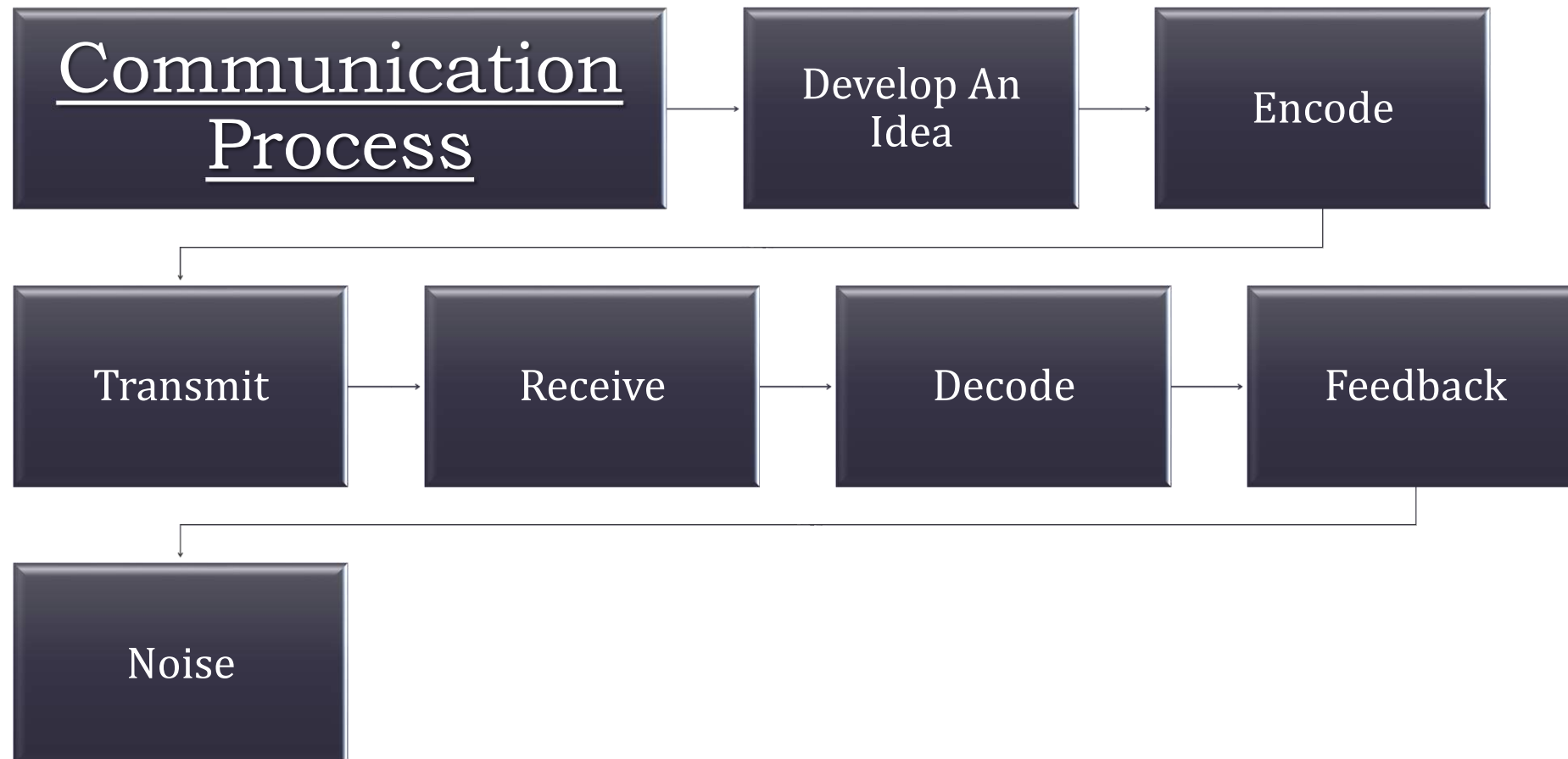Trade Union Movement

↓

Human Relations

↓

Public Relations

↓

Personal Asset

Communication Process → Develop An Idea → Encode

Transmit → Receive → Decode → Feedback

Noise

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The Seven C's of Effective

- Communication
- Clarity of expression,
- Completeness of information,
- Conciseness of message,
- Concreteness in presentation,
- Courtesy towards recipient,
- Correctness of facts, and
- Consideration for receiver.

Choose the right means and mode

It is most important to choose the right means and mode of communication. This would depend on, the organization, its size, its policy, cost involved, urgency, distance, resources available, confidentiality, safety, security, necessity for official record of the communication, the recipient and the resources available.

Own your messages

It is important to take responsibility for what we say. It is common to come across instances where the sender chooses vague or general terms to denote the sender.

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<u>Offer complete and relevant information</u>	Messages must offer complete and relevant information in order to become effective. Incomplete information makes it necessary to begin another cycle of communication to issue clarifications.
<u>Obtain feedback</u>	Feedback is the culmination of the communication-process. It confirms that the receiver has correctly understood our message. We may get a feedback through an appropriate closing
<u>Think of the recipient</u>	Effective messages are invariably "You-centered". We do not address the President of our company in the same manner as we speak to a fellow manager
<u>Verbal and Non-verbal congruence</u>	As explained earlier, meanings are often communicated in more than one way. For example, our words as well as gestures simultaneously send out signals. A message of welcome should ideally be uttered with a smile.
<u>Repeat if necessary</u>	Repetition is generally avoided in order to save time and space. However, in exceptional circumstances, repetition ensures that the crucial part of the message is not ignored or overlooked.

CONCEPT OF BUSINESS COMMUNICATION
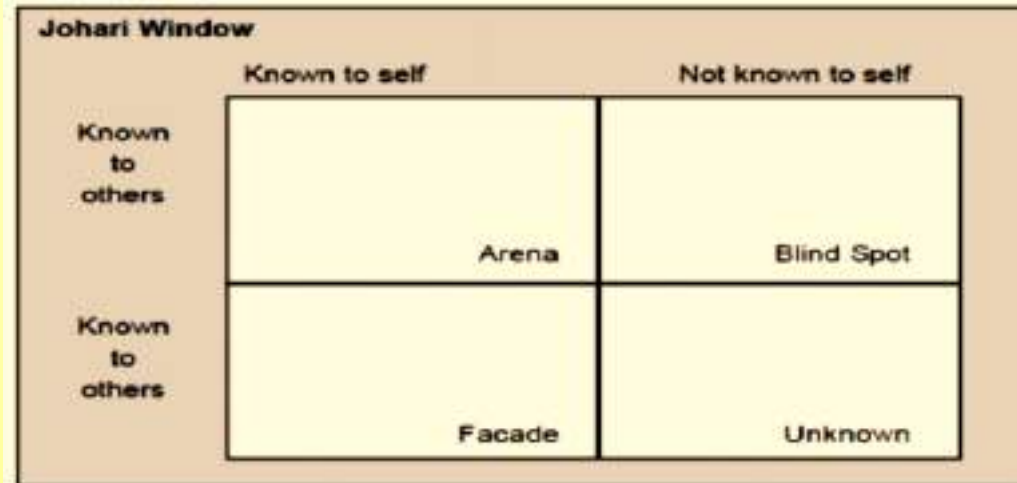
<u>Do not judge</u>	Unfavorable judgments provoke reactions and are better avoided. If a subordinate has not finished the work allotted to him on time, then the boss has two options.
<u>Relyon facts</u>	Facts lend credibility to our communication since itis not possible to refute them. If a candidate claims that he has a typing speed of fifty words per minute, then it is possible to verify this claim.
<u>JOHARI WINDOW</u>	The Johari Window, named after the first names of its inventors, Joseph UFT and Harry Ingham, is one of the most useful models describing the process of human interaction.

Johari Window

	Known to self	Not known to self
Known to others	Arena	Blind Spot
Known to others	Facade	Unknown

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Types of Communication

Internal Communication

All modes of non-verbal communication may be used in internal communication. Some of the modes of written communication are Memo, Report, Office order, Circulars, Staff Newsletter, Email, Fax, Notice, Agenda, Notes on Agenda, Minutes of Meetings, Manuals, etc.

External Communication

Other than intercom, dictation, teleconferencing, brainstorming sessions and grapevine, all other modes of oral communication stated earlier can be used in external communication. All modes of visual and audio-visual communication too may be used in external communication

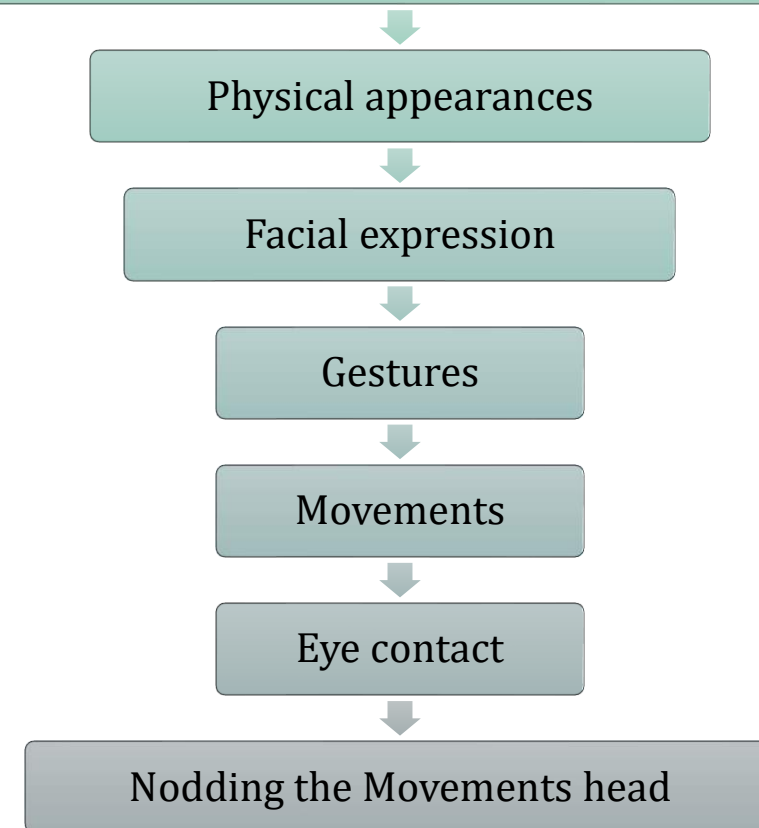# CONCEPT OF BUSINESS COMMUNICATION   38

Verbal Communication

The means of verbal communication are:

- Written communication
- Oral communication
- Visual communication
- Audio-visual communication.

Non-verbal Communication

Physical appearances

Facial expression

Gestures

Movements

Eye contact

Nodding the Movements head

Communication Flows

Downward Flow

All the important decisions are taken at the top. These are communicated through different levels of hierarchy to the workers

Upward Flow

Upward Communication is the process of information flowing from the lower levels of a hierarchy to the upper levels

Diagonal Flow

Diagonal communication is cross-functional communication between employees at different levels of the organization.
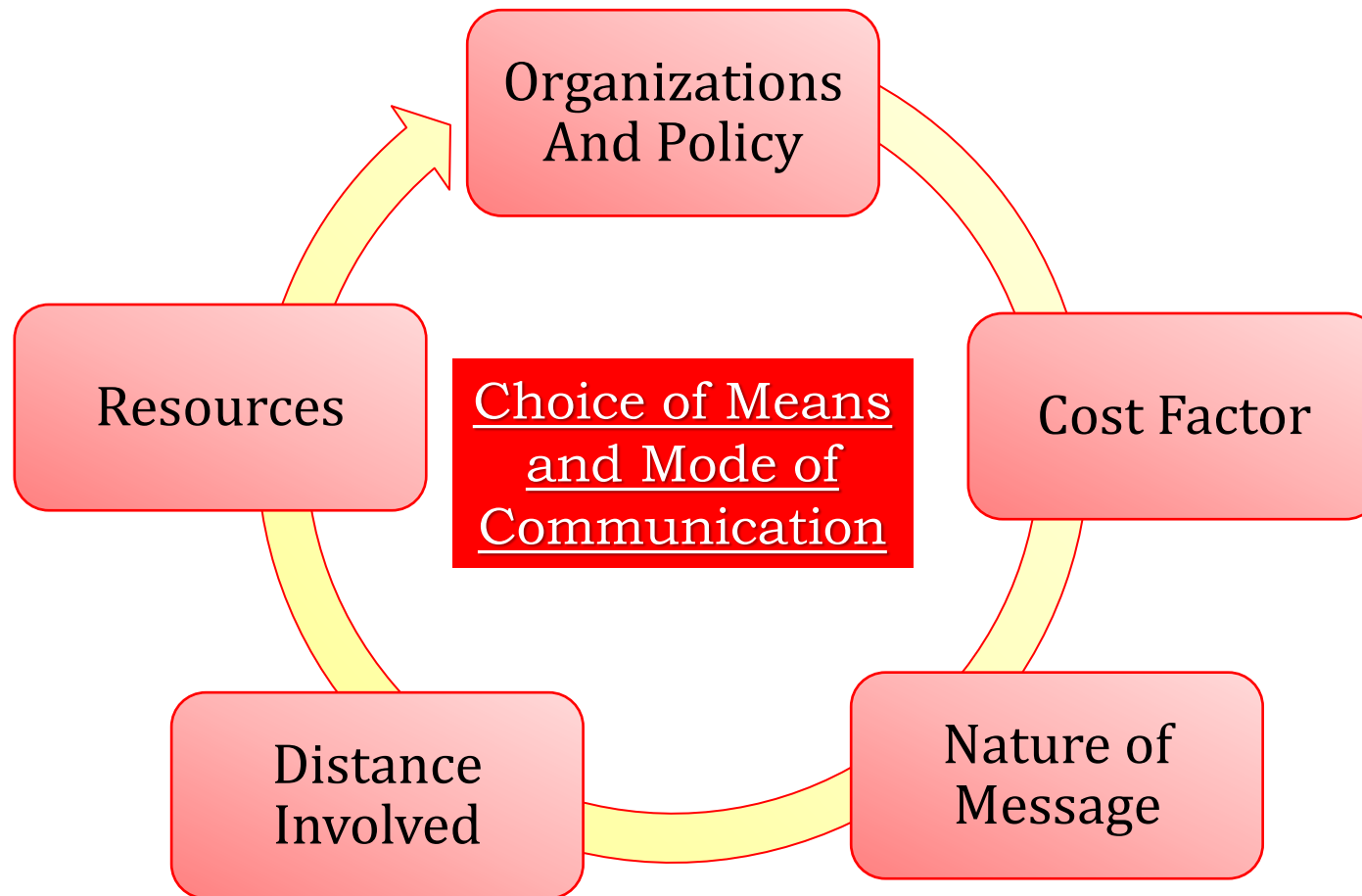
Horizontal Flow

Horizontal communication, also called lateral communication, involves the flow of messages between individuals and groups on the same level of an organization.

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Organizations And Policy

Resources

Choice of Means and Mode of Communication

Cost Factor

Distance Involved

Nature of Message

Instant messaging

Instant messaging(IM)is like-mail but it is done in real time(get a response every quickly) .

Electronic mail (or e-mail)

It is a method of creating, sending, storing and receiving messages over an electronic communication system. It uses a protocol(a rule)for sending messages called Simple Mail Transfer Protocol (SMTP for short).

CONCEPT OF BUSINESS COMMUNICATION

Mobile phones	Mobile phones are used by lots of people today to talk, send text messages, take and send pictures, listen to music, or surf the internet
PDA	PDAs (Personal Digital Assistants) are hand-held computer devices that can perform a number of different things, like receiving e-mails, sending messages, writing text (in a word processor).
Forums or Newsgroups	A forum or newsgroup is an online discussion group where people can subscribe (join) a group and post messages to that group
Blogs	A blog ('web log') is a form of online journal that allows text, images and video clips (and links to websites) to be displayed as a webpage but also allows comments to be posted by readers of the blog.
Skype	Skype is not new to communication. It has been around since 2005, but has become very popular. Skype users receive calls on their computers dialed by regular phone subscribers to regular phone numbers
Video conferencing	Video conferencing provides two-way video transmission between different sites. It could be between two buildings, or even across different countries.

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Communication Networks
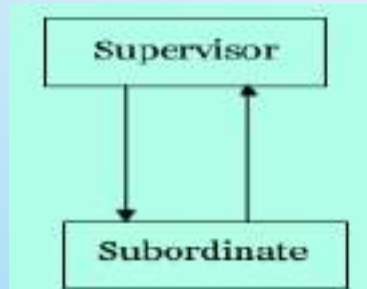
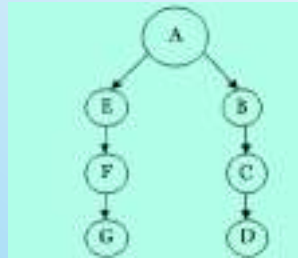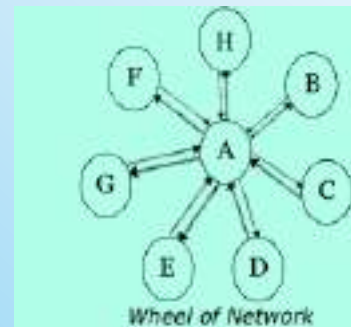|		
Vertical Network		The vertical network is usually between the superior and subordinate and vice versa. It is two-way communication. The immediate feedback is possible in this type of communication network. It is formal network.
Circuit Network		Under this network two persons communicate with each other.
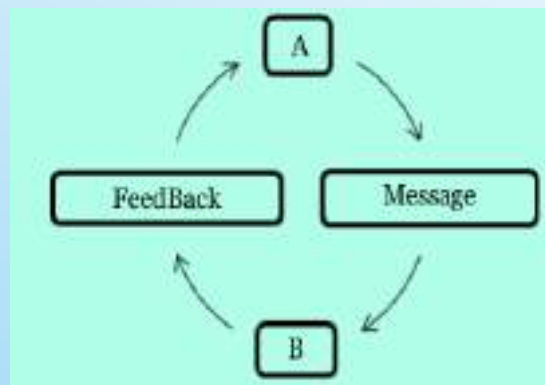
Chain Network		This network of communication follows the organizational hierarchy and chain of command. All subordinates receive commands or instructions from their superior
Wheel Network		Here all subordinates receive commands from one superior. This is highly centralized type of communication network where each subordinate receives commands or instructions from a single authority or superior 'A' and wants the immediate feedback.
Star Network		Under star communication network all members of the group communicate with each other and exchange information
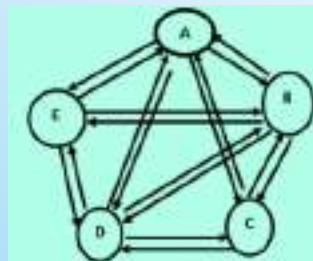
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Barriers to Communication

➢ Lack of Planning

➢ False Assumptions

➢ Ambiguity

➢ Distortions

➢ Passing Judgments

➢ Implied Meanings

➢ Lack of Trust

➢ Problem of Semantic Distortion

Ways to Overcome Barriers to Communication

- Clarify Ideas before Communication.
- Communicate According to the Need of the Receiver.
- Consult Others before Communication .
- Beware of Language, Tone And Content of Message.
- Convey Things of Help And Value to the Listener.
- Ensure Proper Feedback.
- Consistency of Message.
- Follow-up Communication.
- Be A Good Listener

LISTENING SKILLS

Outline Profile of Four Basic Communication Skills

Hearing is a physiological process which involves receiving the sound waves by the eardrum and transferring them to the brain. It is an involuntary act that happens automatically. Hearing refers to the sounds that enter your ears. It is a physical process that happens automatically

The Purpose of Listening

To specifically focus on the messages being communicated, avoiding distractions and preconceptions.

To gain a full and accurate understanding into the speakers point of view and ideas.

To critically assess what is being said.

To observe the non-verbal signals accompanying what is being said to enhance understanding.

To show interest, concern and concentration.

To encourage the speaker to communicate fully, openly and honestly

To develop a selflessness approach, putting the speaker first.

To arrive at a shared and agreed understanding and acceptance of both sides views
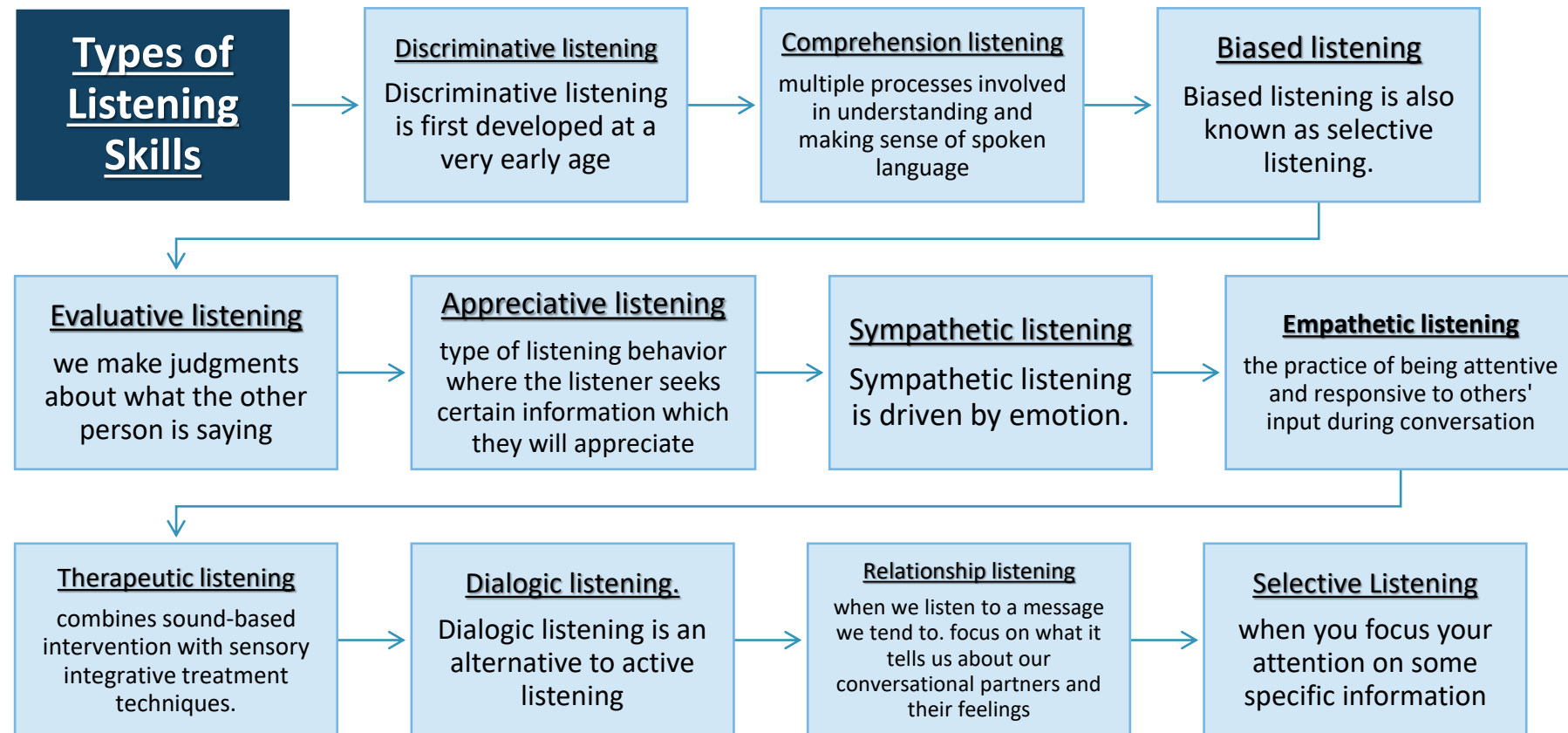
LISTENING SKILLS

Listening and Hearing

Listening is the ability to accurately receive and interpret messages in the communication process.

Hearing refers to the sounds that enter your ears. It is a physical process that, provided you do not have any hearing problems, happens automatically
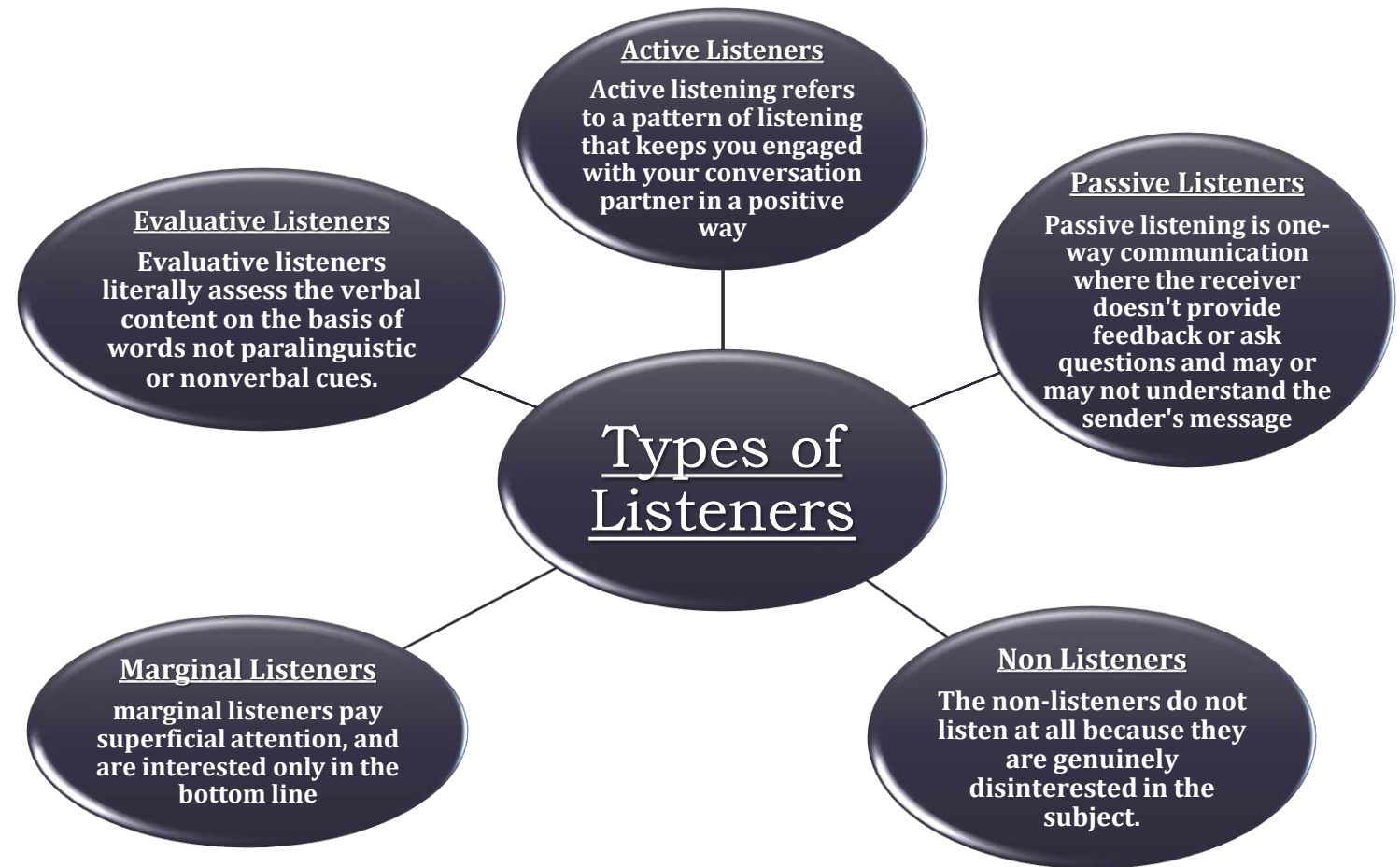
Types of Listening Skills

Discriminative listening

Discriminative listening is first developed at a very early age

Comprehension listening

multiple processes involved in understanding and making sense of spoken language

Biased listening

Biased listening is also known as selective listening.

Evaluative listening

we make judgments about what the other person is saying

Appreciative listening

type of listening behavior where the listener seeks certain information which they will appreciate

Sympathetic listening

Sympathetic listening is driven by emotion.

Empathetic listening

the practice of being attentive and responsive to others' input during conversation

Therapeutic listening

combines sound-based intervention with sensory integrative treatment techniques.

Dialogic listening.

Dialogic listening is an alternative to active listening

Relationship listening

when we listen to a message we tend to. focus on what it tells us about our conversational partners and their feelings

Selective Listening

when you focus your attention on some specific information

Active and Effective Listening

Active listening occurs when the listener attempts to understand as clearly as possible what the speaker says. Effective listening is attempting to understand the perspective of the speaker and empathize, not sympathize, with him or her. Active and effective listening are combined and subsumed under listening. Combining both makes good sense for one reason: a person cannot separate one from the other.

Types of Listeners

Active Listeners
Active listening refers to a pattern of listening that keeps you engaged with your conversation partner in a positive way

Passive Listeners
Passive listening is one-way communication where the receiver doesn't provide feedback or ask questions and may or may not understand the sender's message

Evaluative Listeners
Evaluative listeners literally assess the verbal content on the basis of words not paralinguistic or nonverbal cues.

Marginal Listeners
marginal listeners pay superficial attention, and are interested only in the bottom line

Non Listeners
The non-listeners do not listen at all because they are genuinely disinterested in the subject.

LISTENING SKILLS

Barriers to Active Listener

- Inadequate Language Base
- Partial Listening
- Disinterestedness
- Pre-Judging the Speaker/the Speech
- Negativity towards the Speaker
- Diffidence
- Over Enthusiasm/Intolerance
- Deep-Rooted Beliefs

Principles of Effective Listening

- Stop Talking
- Prepare Yourself to Listen
- Put the Speaker at Ease
- Remove Distractions
- Empathetic
- Be Patient
- Avoid Personal Prejudice
- Listen to the Tone
- Listen for Ideas-Not Just Words
- Wait and Watch Non- Verbal communications

LISTENING SKILLS

Ways to Overcome Barriers in Listening

- Provide clues that you are actively involved.
- Concentrate
- Refrain from formulating an immediate response
- Try to prepare beforehand
- Be prepared to accept revisions
- Be sure the environment is conducive to listening

BARRIERS TO EFFECTIVE LISTENING

- Preconceived ideas or bias
- Interrupting
- Previous experiences
- Preoccupation
- Having a Closed Mind
- Bringing in Emotions
- Noise
- Faking attention
- Becoming emotional
- To avoid jumping to Conclusions
- Distraction

The Essentials of a Good Business Letter

the importance of a business letter has not been reduced. Rather we witness that most of the software are available for helping and guiding for producing an effective business letter.

A Letterhead generally carries:

- Company logo
- Tag line
- Name and address of Registered Office, Corporate Office
- Corporate Identity Number (CIN)
- Contact numbers
- E-mail addresses of the company

BUSINESS CORRESPONDENCE

Type of Business Letters

Formal Business Letter –

Formal business letters are the typical or standard business letters meant for legal or official correspondence.

Informal Business Letter –

Informal Business Letter is used for casual correspondence but doesn't necessarily has to have a casual tone of language

BUSINESS CORRESPONDENCE

layout of Letters

Blocked Format

In the blocked format of letter layout, the date of the letter, all references, subject, salutation, the paragraphs in the body of the letter, conclusion and signature, all commence at the left margin as is shown in the specimen below

Semi-Blocked Format

This style is often termed as modified block style letter. In the semi-blocked format of a layout of a letter the date of the letter, conclusion and signature are aligned to the right of the letter. The subject or reference is centrally aligned.

BUSINESS CORRESPONDENCE

CHARACTERISTICS OF A GOOD BUSINESS LETTER

Completeness

Clarity

Simplicity

Accuracy

Brevity

Sincerity

Courtesy

Style

BUSINESS CORRESPONDENCE

effective letter writing and business messages

- Positive Messages
- Negative Messages
- Persuasive Messages

Business Reports

The word 'Report' is derived from the Latin "reportare" which means to carry back (re=back+ portare = to carry).A report, therefore, is a description of an event carried back to some who was not present on the scene.

different parts of this definition:
- ❖ The report must be well-ordered so the reader can easily find information.
- ❖ It must be objective because the reader will use the report to make decision that affect the organization.
- ❖ It must present information-facts and data.
- ❖ It must aid in decision making and problem solving.

Executive summary

Conclusions

Business report of four element

Body

Key findings
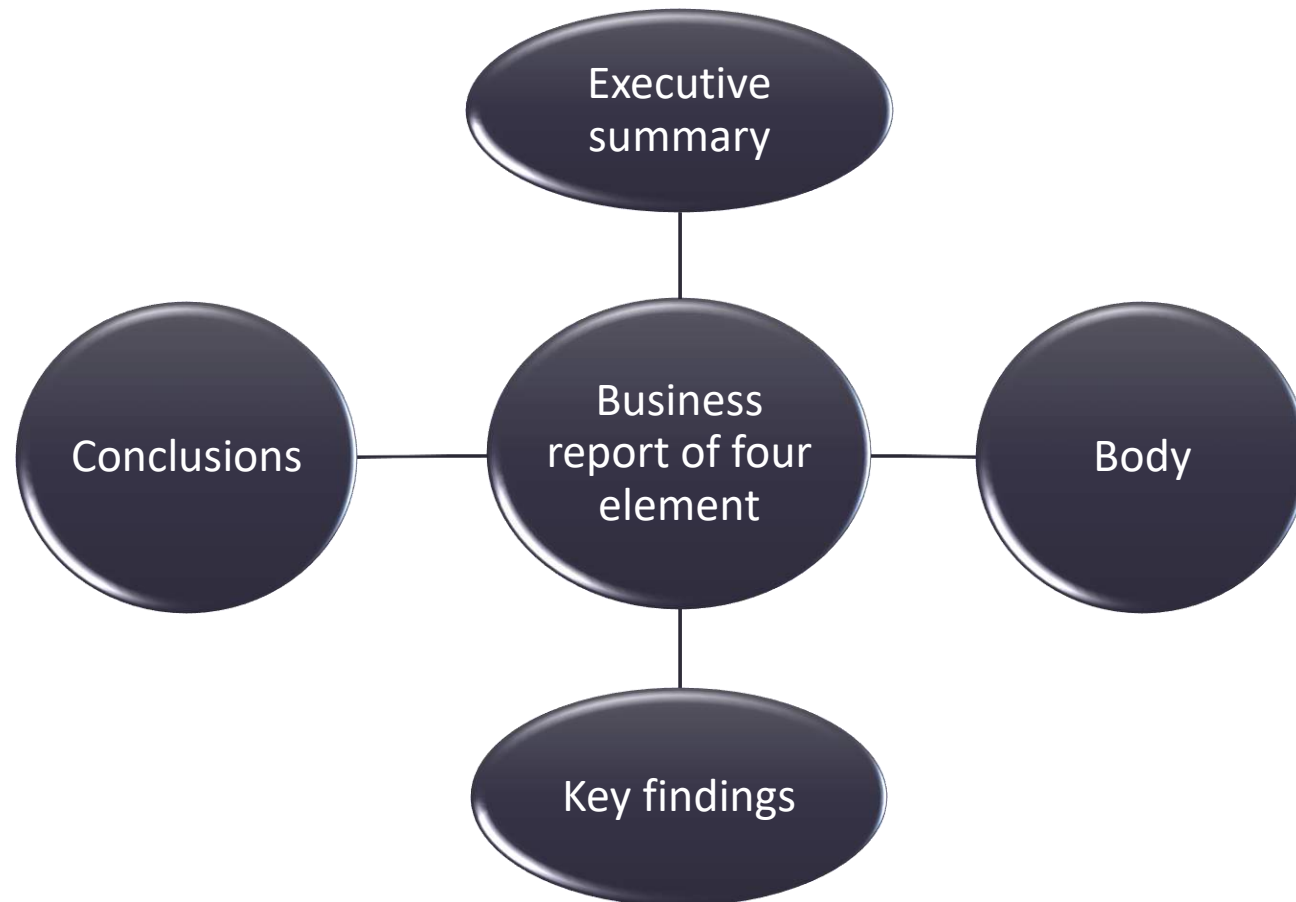
There are various documents used in inter departmental communication, they are:

- Memorandum
- Office Circulars
- Office Orders
- Office Notes

BUSINESS CORRESPONDENCE

Management Information Systems (MIS)

Executives in an organization provide leadership and direction for planning, organizing, staffing, supervising, and controlling business activities. Each of these business activities involves decision making process
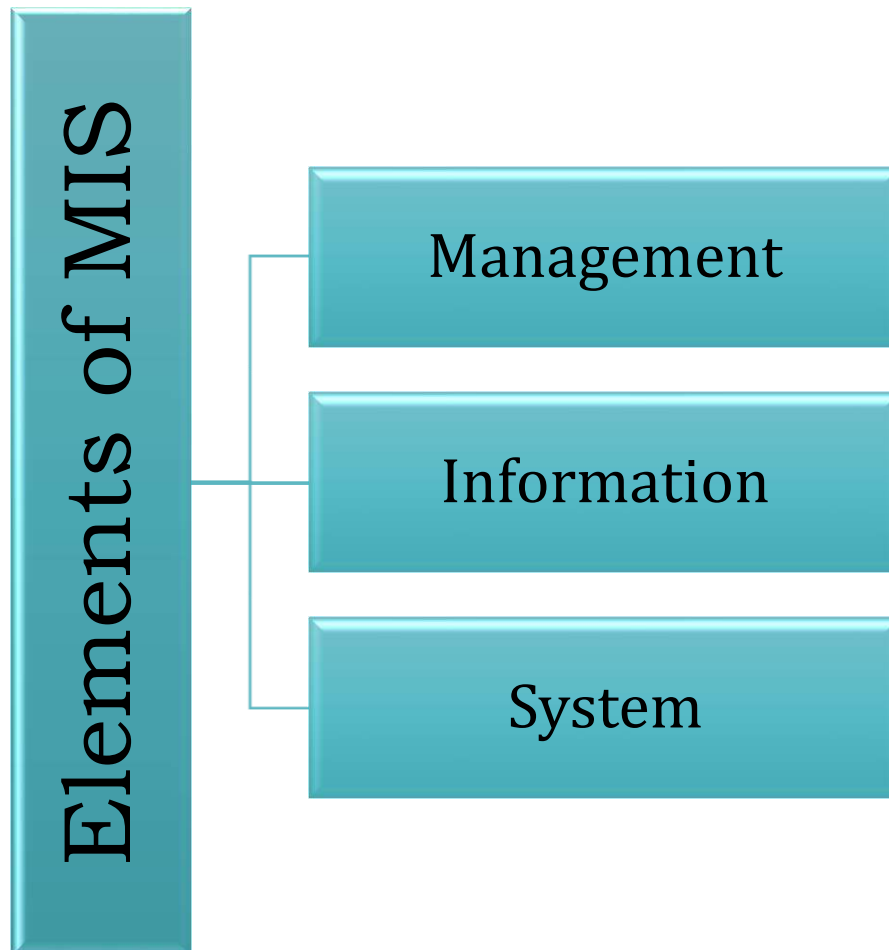
Major postulates of Management Information Systems are:

❖ Information form of a MIS is periodic, exception and based on demands.
❖ Information formats are pre-specified and fixed.
❖ Information is provided by extraction and manipulation of operational data.
❖ It provides information about the performance of the organization.
❖ It supports the intelligence and implementation stages of decision making.
❖ It supports structured decisions for operational and tactical planning and control.

BUSINESS CORRESPONDENCE

Elements of MIS

- Management
- Information
- System

Structure of Management Information System

- The activities in the organizations are of three types:

  – Strategic planning,
  – Tactical and
  – Operational

BUSINESS CORRESPONDENCE

Characteristics of MIS

• Comprehensiveness	• Relevant Information
• Co-ordinated	• Uses Established Quality Criteria
• Sub-systems	• Feedback
• Integration	• Flexibility
• Transformation of Data into Information	• Modularity
• Enhance Productivity	• Selective Sharing of Data
• Conforms to Managers' Styles And Characteristics	• Computerized

Basic Requirement of MIS

- Hardware
- Software
- Database
- Procedures
- Operations Personnel

CONCEPT OF E- CORRESPONDENCE

What is The Web?	The World Wide Web, or simply Web, is a way of accessing information over the medium of the Intermediate's an information-sharing model that is built on top of the Internet
What is Browser	A Web browser is software application that enables you to find, retrieve, and display information available on the World Wide Web (WWW)

A brief description about some of these interactions/buttons is as follows:

- Back/Forward Buttons
- Tab
- Address bar
- Recent History
- Refresh
- Stop
- Home
- Search

CONCEPT OF E-CORRESPONDENCE

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What is The Internet?

The Internet is the network of networks and issued for many applications. Internet allows you to share resources and applications with ease. The Internet can carry any digital signals such as text, graphics, sound, video and animation

What is E-Correspondence?

E-Correspondence is commonly known as 'email-correspondence' or 'electronic correspondence'. It is an electronic method of providing you with important information on your email address.

CONCEPT OF E- CORRESPONDENCE

Concept of Email

"Electronic mail" or "e-mail" as it is commonly called is the process of sending or receiving a computer file or message by computer modem over telephone wires to a pre-selected "mail box" or "address" on another computer

History of Email

The history of email addresses can also be attributed to Tomlinson. He chose the '@' symbol to provide an addressing standard in the form of "user host", which is in use till date. This is why Tomlinson is called the 'father of email' and is credited with its invention.

CONCEPT OF E- CORRESPONDENCE

Features of Email

- Electronic
- Cost-Effective
- Packages
- Interface
- Attachments
- Spam
- Signature
- Search
- Cloud Storage
- Changes At the Workplace

Features of an Email Accounts

- Sent Mail
- Drafts
- Spam
- Trash

CONCEPT OF E- CORRESPONDENCE

Email Etiquette

- Mind Your Manners
- Watch Your Tone
- Be Concise
- Be Professional
- Use Correct Spelling And Proper Grammar
- Wait to Fill in the "TO" Email Address

Intranet	The word 'intra' means within or internal. The intranet is the most effective of all the types of electronic communication.
Benefits of Intranet	• Workforce Productivity. • Time • Communication • Web Publishing • Business Operations And Management • Cost-effective • Enhance Collaboration • Promote Common Corporate Culture. • Immediate Updates • Supports A Distributed Computing Architecture