

MODEL ANSWERS
BUSINESS COMMUNICATION

AS 2624
B.Com(Hons.) (Third Semester)
Examination, 2013

Note: Attempt five questions in all. Question No. One is compulsory carrying 20 marks. Remaining four questions carry 10 marks each.

1. Short answer type question. All compulsory. 2x10

(i) Communication is two way process. Explain in brief.

Answers:

Sender and receiver both are essential parts of a communication process. Conveying meaning from sender to receiver and mutual understanding between them is most important to be purposefully effective. Hence, unless and until both actively involved in the communication it is not said to be completed.

(ii) What is extempore speech?

Answers:

Extempore speech means speech delivered without any prior preparation. It requires presence of mind, good knowledge of past and present events and to invent solid arguments with illustrations on the spot to put forward view effectively.

(iii) Briefly explain the meaning of grapevine communication.

Answers:

Grapevine communication means informal organizational channels which are spontaneous, intricate, unstructured and haphazard. It runs in a zigzag fashion. It very effective medium to transmit messages quickly and get to know confidential information unavailable through formal channels.

(iv) What is listening?

Answers:

Listening means receiving message in a thoughtful manner which leads to an understanding of the meaning in the messages.

(v) What is circular?

Answer :

A letter written to convey some information or messages on large scale, is known as circular letter . Through circular letter particular information is circulated among customers or traders .

(vi)What is email?

Answer:

E- mail stands for electronic mail. It is the most popular mode of communication today . It is most common for individuals as well as business houses. E-mail involves sending of message from one location to another through tele- communication links.

(vii) What are 4 'S' of effective communication?

Answer:

***Followings are 4 'S' of effective communication:**

- (i) Shortness ...**
- (ii) Simplicity.....**
- (iii) Sincerity.....**
- (iv) Strength.....**

***Students are required to give relevant explanation in brief .**

(viii) What is the purpose of office report?

Answer:

The purpose of office report are:

- (a) It present factual information to management and thereby serve as a means of communication.**
- (b) It provides a valuable record of documents, which are, used in future reference.**
- (c) It provides necessary information to shareholders, customers and general public at large.**
- (d) It is helpful in measuring the performance of an executive.**
- (e) It makes valuable and constructive suggestion to management.**

(ix)What do you mean by report?

Answer: A report is a document or description of the event, which is carried to some one who was not present on the scene. It is a statement prepared to present facts relating to planning,

co-coordinating, performance and general state of business in an organization. For e.g. annual general meeting report, audit report, financial reports etc.

(x) What do you mean by speech?

Answer:

Speech is an art of speaking to people or group of people to persuade, to convert, or to compel. It is most versatile, least expensive and easiest to use method of communication.

LONG ANSWERS

2. What is communication? Discuss the nature of communication and point out its scope.

Answer.

Communication may be defined as systematic and continuous of conveying ideas, emotions, opinions from one person to another in order to bring about mutual understanding and confidence of good human relation.

Nature of communication:

- (i) *Communication may be written/ oral or gestural :.....
- (ii) *Message is very important in communication:.....
- (iii) *Communication needs a proper medium :.....
- (iv) *Communication is two way process:.....
- (v) *Communication is a tool of relation building:.....

Scope of Communication :

- (i) *Sharing of information:.....
- (ii) *Feedback:.....
- (iii) *Basis of control:.....
- (iv) *Solution of a problem:.....
- (v) *Developing decision making ability:.....

***Students are required to give relevant explanation accordingly.**

3. What is oral presentation? Discuss the underlying principles of oral presentation.

Ans.

Oral presentation means speaking to listeners or a group of listeners through word spoken.

Following are the principles of effective oral presentation:

- (i) *Purpose of presentation:
- (ii) *Building of credibility :.....
- (iii) *Attention:.....
- (iv) *Confidence :.....
- (v) *Sincerity:
- (vi) *Friendliness:
- (vii) *Pre- viewing of presentation:....
- (viii) *Development of main ideas:....
- (ix) *Arousing Interest:....
- (x) *Ending & Concluding:....

*Students are required to give relevant explanation in brief.

4. What are the various forms of communicating? Explain the uses of the various modern forms of communication.

Answers:

Basic Forms of Communicating

All communication can't be of same type and flow through the same direction. It all depends on the sender and receiver and the purpose for which the message is sent. In communication process different means and media can be used on the basis of nature and channels of communication.

Followings are the basic forms of communication:

- (I) On The Basis of Expression :**
 - (a) Oral Communication
 - (b) Written communication
- (II) Non Verbal Communication**
 - (a) Body Language
 - (b) Para Language
 - (c) Sign language
- (III) On the Basis of Organizational Relations:**
 - (I) Formal Communication
 - (II) Informal communication

(III) On the Basis of Flow of Communication

- (i) Vertical Communication
 - (a) Upward
 - (b) Downward

(III)Horizontal (Lateral)Communication

(IV)Diagonal Communication

Verbal Communication: The term verbal refers to a communication with use of words. The process of communication requires a common set of symbols so that the recipient could understand the message, sent by the sender. Words are the most effective and powerful set of symbols and it is only the human being who is gifted by this art of communication. The words on board, may be written or spoken. Spoken words tends to be effective and common as compared to written words, as general phenomenon.

The various types of verbal communication are as follows:

- (a) **Oral Communication:** An oral communication means and includes exchange of spoken words. An oral communication can be done in case of face to face contact or in meeting or through some mechanical devices such as telephone, mobile. Such communication promotes better understanding and response is quicker.

An oral communication has several advantages. It is faster, quicker and least expensive as compared to written communication. An oral communication is more effective as it is based on personal contact between sender and receiver and there is better understanding. Non verbal communication can also support oral communication. But oral communication can be easily distorted unless is recorded.

- (b) **Written Communication:** A written communication is transmitted in written words. A written communication may take several forms such as letters, memos, circulars, bulletins, instructions cards, manuals, handbook, reports, suggestions etc.

Non Verbal Communication: Verbal communication can be supplemented with non verbal or oral communication also. The non verbal communication includes facial expression, body language, signals etc. At times, non verbal communication has very powerful impact. In non verbal communication words are not necessary and a person communicates a lot without speaking even a single word. The various types of commonly used non verbal communication are body language, Para language and sign language.

Under the body language type of communication message is conveyed through the use of postures, gestures etc. Here the body plays the most important role and it is crucial for the sender and receiver to make a serious study of the way body moves.

Para Language: It is another form of non verbal communication, though closely related to verbal communication. This form of communication does not consist of words. Instead, it shows as to how words are spoken or uttered. The para language operates on signs and signals and stresses on “ How” rather than “What”.

Sign Language: It refers to the use of visual and audio signs for communication. Message is conveyed through the use of posters, drawings, photographs, cartoons, caricatures, sirens, hooters, alarms, buzzers etc.

Sign language can however make use of the written words also.

Down Words Communication: Information flows from superior to subordinate. There are five basic purpose behind this types of communication:

- (i) To give job instructions
- (ii) To bring about the understanding of the work and its relationship to other organizational tasks.
- (iii) To provide information about procedures and practices.
- (iv) To provide subordinates feedback on their performance.
- (v) To instill a sense of mission in workers.

Upward Communication : It allows the subordinates to convey information to superior. It offers scope for gaining feedback and learning about problems and bottle necks

affecting organizational efficiency. Upward communication is also an excellent source of information on employee attitudes and perception.

Lateral(Horizontal) Communication: Horizontal communication channels are used to convey information between individual and units on the same hierarchical level. These channels are used for co-ordination of tasks, information sharing, problem solving and conflict resolution.

Informal (Grapevine): Employees from informal communication channels are often collectively referred to as the “grapevine”. Most business information that travels through the “grapevine” is accurate.

Feedback: Feedback is the receiver’s response to a message. It can take number of verbal and non verbal forms. In the former, some most common responses are designed to obtain more information or to provide closure by letting the sender know that the message has been received and will be acted upon.

Feedback also reveals attitude, perception and comprehension or the lack of it. In non verbal forms some examples are:

- (i) Nodding one’s head
- (ii) Shrugging
- (iii) Grimacing
- (iv) Smiling
- (v) Winking
- (vi) Rolling One’s eyes
- (vii) Looking the other person directly in the eyes.
- (viii) Looking away

5. Discuss in details various barriers in communication.

Answer.

***Followings are barriers in communication:**

- (i) Semantic or language Barriers**
 - **Wrongly Expressed messages**
 - **Wrong translation**
 - **Unclear Beliefs**

- Unclear Preconceived Notions
 - Use of technical language
- (ii) **Organizational barriers**
- Organizational policies/ regulations
 - Complex Organizational structures
 - Organizational facilities
 - Reputory Relations
 - Improper maintenance of communication media
- (iii) **Emotional/ Perceptual Barriers**
- Immature evaluations
 - Emotional approach
 - Communication distrust
 - Selective approach
 - Less grasping power
 - Useless distraction or mixing
- (iv) **Physical Barriers**
- Noise /Time & Distance
 - Literary Explosion
 - Hallow effect
 - Wealth/ Finance related obstacles
- (v) **Personal Barriers**
- Body Language**
- Seniority related obstacles**
- (i) **Attitude**
 - (ii) **Fear**
 - (iii) **Proper medium**
 - (iv) **Lack of time**
 - (v) **Lack of interest**
 - (vi) **Problem due to subordinates**
 - (vii) **Lack of inspiration**
- (vi) **Other Barriers**

***Students are required to give relevant explanation in brief.**

6. What is effective listening? What are its advantages? Explain in brief.

Answer.

Effective listening is the ability to accurately receive messages in the communication process. Effective listening is key to all effective communication, without the ability to listen effectively messages are easily misunderstood – communication breaks down and the sender of the message can easily become frustrated or irritated.

Advantages of Effective Listening:

(1) Gaining Respect:

When we listen with full attention, we are communicating respect. By offering speakers respect, we gain theirs.

(2) Give & Take:

If we listen first, others are more likely to return the favor. There will always be people who, because of stress, self-absorption or other reasons, will use another person's ear and not return the favor. Nevertheless, the great majority of individuals understand there should be give and take in conversation.

(3) Additional Information:

Effective listening helps to learn more about other people. Knowing more about people is helpful in professional life as well as personal life. It benefits when we understand our boss, colleagues, customers, spouse, friends, and family members better.

(4) Increased Likability:

People like people who listen. We can also find that as we listen to people more, they like us more .

(5) Better Relationships:

Listening creates a feeling of goodwill in intimate and professional relationships. Improve our relationships by listening non-judgmentally to the concerns and problems of others. The more we listen without judgment, the more freedom speakers have to find their own solutions to problems.

(6) Greater Clarity:

Effective listening helps us to avoid some of the confusion, misunderstandings and conflicts that are common in conversations. Effective listening offers an opportunity to circumvent the usual arguments and conversation traps. The benefits of listening are interdependent and synergistic the more we reap one benefit of good listening, the more listening we will do, and the more the other benefits will start to pile up. As with most other social skills, to master effective listening, practice is required.

(7) Intensifies Successful Conversation:

Another advantage of effective listening for an employee is that he becomes a better team player. If employees take the time to listen to each other, to their suggestions, warnings, advice and informational inputs, it allows them and the departments they work in to coordinate better, to avoid misunderstandings and build profitable relationships among workers. Furthermore, effective listening reduces risks of inter-personal conflicts in a workplace creates an environment of peace, respect which facilitates enduring success for the whole enterprise.

(7) **Resolve Conflicts:** Effective listening resolves conflict. It is easier to bring understanding between people when they are in habit of effective listening.

(8) Saves Time and Money:

Effective listening not only reduces risks of misunderstanding and mistakes that could be very damaging to the business, it saves time and money for all departments forming a collaborative workforce.

(9) Enhances Motivation and Encouragement:

Effective listening gives a leader the power and ability to encourage and motivate employees. Moreover, a boss who listens stimulates his subordinates in reaching their maximal potential and at the same time a maximum success. This is way to inspire a level of commitment in people and the feeling of membership. Sometimes, it only take for a boss to listen to someone and give feedback showing understanding , for the same person to feel he is part of a group, to find the encourage to overcome some difficulties he might find at work.

(10) Strengthen Customer Relationships and Facilitates Products and Services Improvement :

By putting in place a system to collect customers' feedback on the usage of a product or a service, the company let the consumers know that their opinion

matters and gain their loyalty. Furthermore, the suggestions, critics and experience are used to ameliorate the products and services and innovate.

7. What are the essentials of an effective business letter? Discuss in brief.

Answers:

Business letter appearance is the part of its message. Thus, it is important for a good business letter to have an attractive and impressive lay-out. Various essential parts of an effective business letter are:

- (I) Heading:
 - (a) Particulars of Firm
 - (b) Date
 - (c) Mailing Notations
 - (d) References

- (II) Inside Address:
- (III) Salutation:
- (IV) Body of the letter
 - (a) Subject and References
 - (b) Opening Paragraph
 - (c) Main Paragraph
 - (d) Closing Paragraph
- (v) Complementary Closing:
- (VI) Signature:
- (VII) Reference Initials:
- (VIII) Enclosures

Specimen of an Effective Business Letter

Company Letter Head
Printed name & Address
Tele. No. , Fax, e- mail:

Date:
Reference No.:
Name & address of Addressee:
For The Attention Of:

Salutation:
Subject:
Body of letter: Opening Paragraph
Body of letter: Main Paragraph
Body of letter: Closing Paragraph

Complementary Close:
Signature with Designation:
Reference Initials:
Enclosures:

EFFECTIVE BUSINESS LETTER SAMPLE

P.N. Enterprises
G- Block, Connaught Circus
New Delhi

Date:
12/12/2013

Inside Address:
AVR Enterprises,
Rakabganj, Agra.

Dear Sir,

We are pleased to inform you that about our new product Realm juices, prepared from good quality fresh fruits in the most hygienic conditions. They are available in six delicious varieties: Lemon, Mango, Pineapple, Orange, Grape and Mixed.

We hope your customer will just love these flavored juices, they can get as many as five nutritious and refreshing glasses from each packet of 1 litre. You have always been satisfied with our James & Pickles. You will be more satisfied with our juice now.

You shall get these juice on the same terms and conditions as our Jams and Pickles. A bulk order, however of twenty dozen or more earns you an additional discount of 5%. We enclose here with a detailed catalogue for your references.

We shall be looking forward to your response.

Sincerely yours,

For: P.N.Enterprises
Prem Narayan Agrawal
Partner
Reference Initials:
RG/CS

8. Explain in details the process of communication.

Answer .

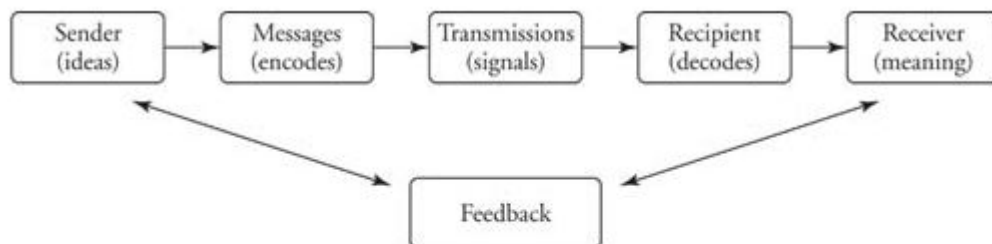


Figure 1 Communication model.

The main components of communication process are as follows:

1.Context: - Communication is affected by the context in which it takes place. This context may be physical, social, chronological or cultural. Every communication proceeds with context. The sender chooses the message to communicate within a context.

2.Sender / Encoder: - Sender / Encoder is a person who sends the message. A sender makes use of symbols (words or graphic or visual aids) to convey the message and produce the required

response. For instance - a training manager conducting training for new batch of employees. Sender may be an individual or a group or an organization. The views, background, approach, skills, competencies, and knowledge of the sender have a great impact on the message. The verbal and non verbal symbols chosen are essential in ascertaining interpretation of the message by the recipient in the same terms as intended by the sender.

3. Message: - Message is a key idea that the sender wants to communicate. It is a sign that elicits the response of recipient. Communication process begins with deciding about the message to be conveyed. It must be ensured that the main objective of the message is clear.

4. Medium : - Medium is a means used to exchange / transmit the message. The sender must choose an appropriate medium for transmitting the message else the message might not be conveyed to the desired recipients. The choice of appropriate medium of communication is essential for making the message effective and correctly interpreted by the recipient. This choice of communication medium varies depending upon the features of communication. For instance - Written medium is chosen when a message has to be conveyed to a small group of people, while an oral medium is chosen when spontaneous feedback is required from the recipient as misunderstandings are cleared then and there.

5. Recipient / Decoder: - Recipient / Decoder is a person for whom the message is intended / aimed / targeted. The degree to which the decoder understands the message is dependent upon various factors such as knowledge of recipient, their responsiveness to the message, and the reliance of encoder on decoder.

6. Feedback: - Feedback is the main component of communication process as it permits the sender to analyze the efficacy of the message. It helps the sender in confirming the correct interpretation of message by the decoder. Feedback may be verbal (through words) or non-verbal (in form of smiles, sighs, etc.). It may take written form also in form of memos, reports, etc.

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