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BUSINESS COMMUNICATIONS
Skill Development Course for B.Com & BBA
First Year Semester : 2

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FOREWORD

Since its establishment in 1976, Acharya Nagarjuna University has been forging ahead in the path of progress and dynamism, offering a variety of courses and research contributions. I am extremely happy that by gaining a 'A' Grade from the NAAC in the year 2014, the Acharya Nagarjuna University is offering educational opportunities at the UG, PG levels apart from research degrees to students from over 285 affiliated colleges spread over the two districts of Guntur and Prakasam.

The University has also started the Centre for Distance Education with the aim to bring higher education within reach of all. The centre will be a great help to those who cannot join in colleges, those who cannot afford the exorbitant fees as regular students, and even housewives desirous of pursuing higher studies. With the goal of bringing education in the doorstep of all such people. Acharya Nagarjuna University has started offering B.A, and B.Com courses at the Degree level and M.A,M.Com., L.L.M., courses at the PG level from the academic year 2021-22 on the basis of Semester system.

To facilitate easier understanding by students studying through the distance mode, these self-instruction materials have been prepared by eminent and experienced teachers. The lessons have been drafted with great care and expertise in the stipulated time by these teachers. Constructive ideas and scholarly suggestions are welcome from students and teachers invited respectively. Such ideas will be incorporated for the greater efficacy of this distance mode of education. For clarification of doubts and feedback, weekly classes and contact classes will be arranged at the UG and PG levels respectively.

It is aim that students getting higher education through the Centre for Distance Education should improve their qualification, have better employment opportunities and in turn facilitate the country's progress. It is my fond desire that in the years to come, the Centre for Distance Education will go from strength to strength in the form of new courses and by catering to larger number of people. My congratulations to all the Directors, Coordinators, Editors and Lesson -writers of the Centre who have helped in these endeavours.

Prof. P.Rajasekhar
Vice –Chancellor, FAC
Acharya Nagarjuna University

BUSINESS COMMUNICATION

SYLLABUS

UNIT I : 06hrs

Introduction and Importance of communication an overview - meaning and process of communication - organizational communication and its barriers.

UNIT II: 10hrs

Types of Business Communications - Categories, methods and formats - Business vocabulary - Business idioms and collocations – Organisational Hierarchy - Various levels of communication in an organization - Top-down, Bottom-up and Horizontal-Business reports, presentations- Online communications.

UNIT III: 10hrs

Receiving business communications -Filing and processing -Sending replies. Routine cycle of communications - Writing Communications - Characteristics of a good business communication-Preparation of business meeting agenda - agenda notes - minutes - circulation of minutes -Presentations of communication using various methods.

Reference books:

1. Chaturvedi. P.D.Chaturvedi.M - Business Communication concepts, Cases and applications – Pearsons Education
2. Kaul Asha - Effective Business Communication - PHI Learning pvt Ltd
3. www.swayam.gov.in
- 4.. Websites on business communication

MODEL QUESTION PAPER FORMAT

Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

SECTION A (Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks)

(At least 1 question should be given from each Unit)

1	“Communication is the two way process.” Explain.
2	Discuss the barriers to communication.
3	Explain various Types of Business Communications.
4	Explain Various levels of communication in an organization.
5	What are the Characteristics of a good business communication?
6	What are the methods using in preparation of communication?
7	How to Preparation of business meeting agenda?
8	Explain about Business vocabulary.

SECTION B (Total: 3x10 = 30 Marks)

(Answer any three questions. Each answer carries 10 marks)

(At least 1 question should be given from each Unit)

1	What is organizational communication ? and explain its barriers.
2	What is Business Communications? Explain its methods and formats.
3	What is meeting agenda? How to Preparation of business meeting agenda and its agenda notes ?
4	What is Business report? Explain briefly various types of Business Reports.
5	What is Organisational Hierarchy? Discuss various levels of communication in an organization.

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LESSON 1

COMMUNICATION – INTRODUCTION

Aims and Objectives

After studying this lesson you should be able to:

- Know the meaning and importance of Business Communication
- Understand the importance of Communication
- Understand the process of Communication

Structure

- 1.1. Introduction
- 1.2. Role of Communication in Business
- 1.3. Definition of Communication
- 1.4. Importance of Communication
- 1.5. Objectives of Communication
- 1.6. Process of Communication
- 1.7. Summary
- 1.8. Technical terms
- 1.9. Self Assessment Questions
- 1.10. Suggested Readings

1.1. INTRODUCTION

The word “communication” derived from the Latin word ‘communicare’ that means to impart, to participate, to share or to make common. It is a process of exchange of facts, ideas, and opinions and as a means that individual or organization share meaning and understanding with one another. In other words, it is a transmission and interacting the facts, ideas, opinion, feeling and attitudes. It is the ability of mankind to communicate across barriers and beyond boundaries that has ushered the progress of mankind. It is the ability of fostering speedy and effective communication around the world that has shrunk the world and made ‘globalization’ a reality. Communication had a vital role to play in ensuring that people belonging to a particular country or a culture or linguistic group interact with and relate to people belonging to other countries or culture or linguistic group. Communication adds meaning to human life. It helps to build relationship and fosters love and understanding. It enriches our knowledge of the universe and makes living worthwhile.

1.2. ROLE OF COMMUNICATION IN BUSINESS

The term business communication is used for all messages that we send and receive for official purpose like running a business, managing an organization, conducting the formal affairs of a voluntary organization and so on. Business communication is marked by formality as against personal and social communication.

The success of any business to a large extent depends on efficient and effective communication. It takes place among business entities, in market and market places, within organizations and between various groups of employees, owners and employees, buyers and sellers, service providers and customers, sales persons and prospects and also between people within the organization and the press persons. All such communication impacts business. Done with care, such communication can promote business interests. Otherwise, it will portray the organization in poor light and may adversely affect the business interest.

Communication is the life blood of any organization and its main purpose is to effect change to influence action. In any organization the main problem is of maintaining effective communication process. The management problem generally results in poor communication. Serious mistakes are made because orders are misunderstood. The basic problem in communication is that the meaning which is actually understood may not be what the other intended to send. It must be realised that the speaker and the listener are two separate individuals having their own limitations and number of things may happen to distort the message that pass between them.

When people within the organization communicate with each other, it is internal communication. They do so to work as a team and realise the common goals. It could be official or unofficial. Modes of internal communication include face-to-face and written communication. Memos, reports, office order, circular, fax, video conferencing, meeting etc. are the examples of internal communication.

When people in the organization communicate with anyone outside the organization it is called external communication. These people may be clients or customers, dealers or distributors, media, government, general public etc. are the examples of external communication.

- 1.2.1. Communication is the life blood of the business. No business can develop in the absence of effective communication system.
- 1.2.2. Communication is the mortar that holds an organization together, whatever its business or its size.
- 1.2.3. When people within the organization communicate with each other, it is internal communication and when people in the organization communicate with anyone outside the organization it is called external communication.
- 1.2.4. Ability to work well in teams, to manage your subordinates and your relationship with seniors, customers and colleagues depends on your communication skill.

1.3. DEFINITION OF COMMUNICATION

Communication may be defined as interchange of thought or information between two or more persons to bring about mutual understanding and desired action. It is the information exchange by words or symbols. It is the exchange of facts, ideas and viewpoints which bring about commonness of interest, purpose and efforts.

American Management Association defines, 'Communication is any behaviour that results in an exchange of meaning'.

Peter Little defines communication as, 'Communication is the process by which information is transmitted between individuals and/or organizations so that an understanding response result'.

Newman and Summer Jr. state that, 'Communication is an exchange of facts, ideas,

opinions or emotions by two or more persons’.

According to *Keith Davis*, ‘The process of passing the information and understanding from one person to another. It is essentially a bridge of meaning between the people. By using the bridge a person can safely cross the river of misunderstanding’.

Louis A. Allen defines, ‘Communication is the sum total of all the things that a person does, when he wants to create an understanding in the mind of another. It involves a systematic and continuous process of telling, listening and understanding’.

Therefore, the main purpose of communication is to inform, or to bring around to a certain point of view or to elicit action.

1.4. IMPORTANCE OF COMMUNICATION

1. **For instruction:** The instructive function unvarying and importantly deals with the commanding nature. It is more or less of directive nature. Under this, the communicator transmits with necessary directives and guidance to the next level, so as to enable them to accomplish his particular tasks. In this, instructions basically flow from top to the lower level.
2. **For integration:** It is consolidated function under which integration of activities is endeavored. The integration function of communication mainly involves to bring about inter-relationship among the various functions of the business organization. It helps in the unification of different management functions.
3. **For information:** The purposes or function of communication in an organization is to inform the individual or group about the particular task or company policies and procedures etc. Top management informs policies to the lower level through the middle level. In turn, the lower level informs the top level the reaction through the middle level. Information can flow vertically, horizontally and diagonally across the organization. Becoming informed or inform others is the main purpose of communication.
4. **For evaluation:** Examination of activities to form an idea or judgement of the worth of task is achieved through communication. Communication is a tool to appraise the individual or team, their contribution to the organization. Evaluating one’s own inputs or other’s outputs or some ideological scheme demands an adequate and effective communication process.
5. **For direction:** Communication is necessary to issue directions by the top management or manager to the lower level. Employee can perform better when he is directed by his senior. Directing others may be communicated either orally or in writing. An order maybe common order, request order or implied order.
6. **For teaching:** The importance of personal safety on the job has been greatly recognized. A complete communication process is required to teach and educate workers about personal safety on the jobs. This communication helps the workers to avert accidents, risk etc. and avoid cost, procedures etc.

7. **For influencing:** A complete communication process is necessary in influencing others or being influenced. The individual having potential to influence others can easily persuade others. It implies the provision of feedback which tells the effect of communication.
8. **For image building:** A business enterprise cannot isolate from the rest of the society. There is interrelationship and interdependence between the society and an enterprise operating in the society. Goodwill and confidence are necessarily created among the public. It can be done by the communication with the different media, which has to project the image of the firm in the society. Through an effective external communication system, an enterprise has to inform the society about its goals, activities, progress and social responsibility.
9. **For employees orientation:** When a new employee enters into the organization at that time he or she will be the co-employees, superior and with the policies, objectives, rules and regulations of the organization. Unknown to the organization programs, policies, culture etc. Communication helps to make people acquainted with objectives, policies and rules and regulations of the organization.
10. **Other:** Effective decision-making is possible when required and adequate information is supplied to the decision-maker. Effective communication helps the process of decision-making. In general, everyone in the organization has to provide with necessary information so as to enable to discharge tasks effectively and efficiently.

1.5. OBJECTIVES OF COMMUNICATION

Communication is the lifeblood of an organization. It is the vehicle that ensures proper performance of organizational functions and achievement of organizational goals. As a separate field of study, **business communication** has the following objectives:

1. **To exchange information:** The main objective of business communication is to exchange information with the internal and external parties. Internal communication occurs within the organization through orders, instructions, suggestions, opinions etc.
2. **To develop plans:** Plan is the blueprint of future courses of actions. The plan must be formulated for attaining organizational goals. In order to develop a plan, management requires information. In this regard, the objective of communication is to supply required information to the concerned managers.
3. **To implement the plan:** Once a plan is prepared, it is to be implemented. Implementation of a plan requires timely communication with the concerned parties. Thus, communication aims at transmitting a plan throughout the organization for its successful implementation.
4. **To facilitate policy formulation:** Policies are guidelines for performing organizational activities. Policies are also termed as standing decisions to recurring problems. Every organization needs to develop a set of policies to guide its operation. Preparing policies also require information from various sources. Therefore, the objective of communication is to collect necessary information for policy formulation.
5. **To achieve organizational goal:** Collective efforts of both managers and workers are essential for achieving organizational goals. Communication coordinates and

synchronizes the efforts of employees at various levels to achieve the stated goals of the organization.

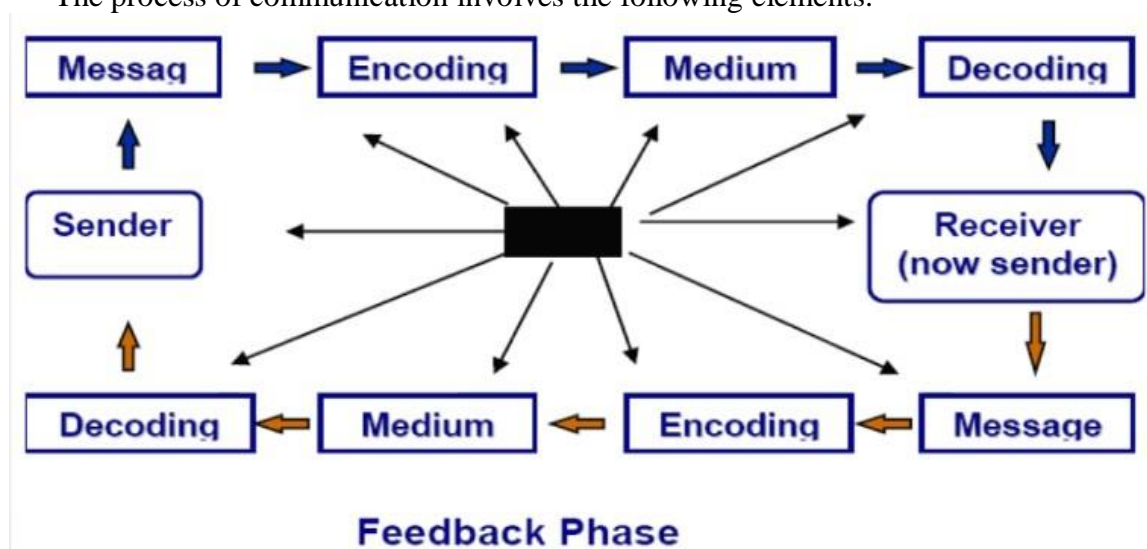
6. **To organize resources:** Various kinds of resources are available in organization such as human resources, material resources, financial resources and so on. In organizing these resources in an effective and efficient way is a key challenge to the managers. Communication is the vehicle to overcome this challenge.
7. **To coordinate:** Coordination is a basic management function. It involves linking the various functional departments of large organizations. Without proper and timely coordination, achievement of organizational goals is impossible. Therefore, the objective of communication is to coordinate the functions of various departments for the easy attainment of organizational goals.
8. **To direct the subordinates:** The job of a manager is to get the things done by others. In order to get the things done, management needs to lead, direct and control the employees. The performance of these managerial functions depends on effective communication with subordinates.
9. **To motivate employees:** A pre-requisite of employee motivation is the satisfaction of their financial and non-financial needs. Financial needs are fulfilled through monetary returns. However, in order to satisfy non-financial needs, management must communicate with employees on a regular basis both formally and informally.
10. **To create consciousness:** Employees of an organization must be conscious regarding their duties and responsibilities. Communication supplies necessary information and makes them conscious about their duties and responsibilities.
11. **To increase efficiency:** In order to increase employee efficiency, they should be provided with necessary information and guidelines. Communication supplies such information and guidelines for them.
12. **To bring dynamism:** Organizations should be dynamic to cope with the internal and external changes. Bringing dynamism requires finding new and better ways of doing things. For this purpose, communication helps to seek new ideas and suggestions from the internal and external parties.
13. **To improve labor-management relationships:** Harmonious relationship between workers and management is a prerequisite for organizational success. In this regard, the objective of communication is to ensure the free and fair flow of information and to create good understanding between them.
14. **To increase job satisfactions:** Communication enhances job satisfaction level of employees. It creates a friendly environment where employees can express themselves. As a result, they become more satisfied with their job.
15. **To convey employee reaction:** Communication conveys employees' reactions, opinions, suggestions and complaints to their superiors about the plans, policies, programs and strategies of the company. 5
16. **To orient employee:** Communication orients the new employees with the company's policies, rules, regulations, procedures etc.

1.6. PROCESS OF COMMUNICATION

The transmission of sender's ideas to the receiver and the receiver's feedback or reaction to the sender constitute the communication cycle. The process of communication begins when one person (the sender) wants to transmit a fact, idea, opinion or other information to someone else (the receiver). This fact, idea or opinion has meaning to the sender. The next step is translating or converting the message into a language which reflects the idea. That is the message must be encoded. The encoding process is influenced by content of the message, the familiarity of sender and receiver and other situation of factors.

After the message has been encoded, it is transmitted through the appropriate channel or medium. Common channel in organization includes meetings, reports, memorandums, letters, e-mail, fax and telephone calls. When the message is received, it is decoded, by the receiver and gives feedback to the sender as the confirmation about the particular message has been carefully understood or not.

The process of communication involves the following elements:



1. **Sender or transmitter:** The person who desires to convey the message is known as sender. Sender initiates the message and changes the behaviour of the receiver.
2. **Message:** It is a subject matter of any communication. It may involve any fact, idea, opinion or information. It must exist in the mind of the sender if communication is to take place.
3. **Encoding:** The communicator of the information organises his idea into series of symbols (words, signs, etc.) which, he feels will communicate to the intended receiver or receivers.
4. **Communication channel:** The sender has to select the channel for sending the information. Communication channel is the media through which the message passes. It is the link that connects the sender and the receiver.
5. **Receiver:** The person who receives the message is called receiver or receiver is the person to whom the particular message is sent by the transmitter. The communication process is incomplete without the existence of receiver of the message. It is a receiver who receives and tries to understand the message.

6. **Decoding:** Decoding is the process of interpretation of an encoded message into the understandable meaning. Decoding helps the receiver to derive meaning from the message.
7. **Feedback:** Communication is an exchange process. For the exchange to be complete the information must go back to whom from where it started (or sender), so that he can know the reaction of the receiver. The reaction or response of the receiver is known as feedback.
8. **Brain drain:** On whole process there is a possibility of misunderstandings at any level and is called brain drain. It may arise on sender side if they do not choose the adequate medium for delivery of message, by using default channel and it may also arise when receiver does not properly decode the message. In other words, we can say that it is breakdown of cycle at any level.

1.7. SUMMARY

Communication plays an important role in day to day activity of human beings. To survive and grow in any kind of circumstances communication plays active role. Proper coding, transmitting and encoding by the receiver plays key role in the successful process of communication. Communication is the life blood for the organisation.

1.8. TECHNICAL TERMS

- ‘Communicare’** : ‘Communicare’ that means to impart, to participate, to share or to make common.
- Globalization** : Globalisation is the process by which the world is becoming increasingly interconnected as a result of massively increased trade and cultural exchange.
- Motivate** : Globalisation has increased the production of goods and services.
: to make someone feel determined to do something or enthusiastic about doing it. She knows how to motivate people. He was primarily motivated by the desire for profit. motivate someone to do something:
We must motivate students to take charge of their own learning.
- Coding** : Coding, sometimes called computer programming, is how we communicate with computers. Code tells a computer what actions to take, and writing code is like creating a set of instructions. By learning to write code, you can tell computers what to do or how to behave in a much faster way.
- Transmitting** : to send or forward, as to a recipient or destination; dispatch; convey.
- Decoding** : Decoding is the ability to apply your knowledge of letter-sound relationships, including knowledge of letter patterns, to correctly pronounce written words. Understanding these relationships gives children the ability to recognize familiar words quickly and to figure out words they haven't seen before.

Feedback : 1a the transmission of evaluative or corrective information about an action, event, or process to the original or controlling source also the information so transmitted. b : the partial reversion (see reversion sense 3a) of the effects of a process to its source or to a preceding stage.

1.9. SELF ASSESSMENT QUESTIONS

- 1) How do you define communication?
- 2) What is the role of communication in management of business?
- 3) What are the different objectives of communication? Briefly explain any five of them.
- 4) “Communication is an exchange of facts, ideas, opinions and emotions by two or more
- 5) “Communication is the two way process.” Explain.

1.10. SUGGESTED READINGS

- 1) Mallika Nawal: —Business Communication, Cengage Learning, New Delhi, 2012.
- 2) Meenakshi Rama: —*Business Communication*, Oxford University Press, New Delhi
- 3) C.S.G. Krishnamacharyulu and Dr. Lalitha Ramakrishnan, Business Communication, Himalaya Publishing House, Mumbai
- 4) SathyaSwaroopDebasish, Bhagaban Das —*Business Communication*, PHI Private Limited, New Delhi, 2009.
- 5) R.K.Madhukar: —Business Communication, Vikas Publishing House, New Delhi, 2012.
- 6) Sangita Mehta, NeetyKaushish: —Business Communication, University Science Press, New Delhi, 2010

Dr. Ch. V. RAMAKRISHNA RAO

LESSION 2

ORGANISATIONAL COMMUNICATION & BARRIERS

Aims and Objectives

After studying this lesson you should be able to:

- Know the meaning of Organisational Communication
- Understand different types of Communication barriers
- Able to Manage Communication Barriers

Structure

- 2.1. Introduction**
- 2.2. Meaning of Organisational Communication**
- 2.3.7 c's of organisational Communication**
- 2.4. Communication barriers – introduction**
- 2.5. Encoding barriers of Communication**
- 2.6. Transmitting barriers of Communication**
- 2.7. Decoding barriers of Communication**
- 2.8. Responding barriers of communication**
- 2.9. Summary**
- 2.10. Technical terms**
- 2.11. Self Assessment Questions**
- 2.12. Suggested Readings**

2.1. INTRODUCTION

The term business communication is used for all messages that we send and receive for official purpose like running a business, managing an organization, conducting the formal affairs of a voluntary organization and so on. Business communication is marked by formality as against personal and social communication.

The success of any business to a large extent depends on efficient and effective communication. It takes place among business entities, in market and market places, within organizations and between various groups of employees, owners and employees, buyers and sellers, service providers and customers, sales persons and prospects and also between people within the organization and the press persons. All such communication impacts business.
Done

with care, such communication can promote business interests. Otherwise, it will portray the organization in poor light and may adversely affect the business interest.

Communication is the life blood of any organization and its main purpose is to effect change to influence action. In any organization the main problem is of maintaining effective communication process. The management problem generally results in poor communication. Serious mistakes are made because orders are misunderstood. The basic problem in communication is that the meaning which is actually understood may not be what the other intended to send. It must be realised that the speaker and the listener are two separate individuals having their own limitations and number of things may happen to distort the message that pass between them.

2.2. MEANING OF ORGANISATIONAL COMMUNICATION

An organization may be defines as a group of individuals organized for the achievement of specific goals. What is important is that these individuals operate within a defined structure. Each structuresrole may be interchanged and hierarchical status may be unclear and relatively unimportant. The goal of most organization is to make money, but a variety of subordinate goals must be achieved if this ultimate goal is to be reached. Goals of both the organization as a whole and the individual's workers are achieved largely through the formal and informal communication that takes place within the organization.

Organizational communication refers to the messages sent and received within the organization's format and informal groups. As the organization becomes larger and more complex, so do the communications. In a three- person organization communication is relatively simple, but in an organization of thousands it becomes a highly complex and often specialized function. Communication serves two essential functions in every organization. It disseminates the information needed by employees to get things done and builds relationships of trust and commitment. Without it, employees end up working in organizations with no clear direction, vague goals and little opportunity for improvement.

The main purpose of all communication in an organization is the general welfare of the organization. Effective communication is needed at all stages in order to ensure this welfare. At the planning stage, information is needed on the various aspects of the enterprise, the feasibility of

the project being undertaken, finances involved, man-power required, marketing conditions, publicity campaigns, etc. At the execution stage, orders are issued to the employees to start work, the workers associated with the project are constantly motivated and kept involved, a sense of discipline is cultivated among them and their morale is kept high. All this requires constant two way communication between the managers and the employees. Then at the assessment stage, the manager is again required to communicate with various sources, both internal and external, to assess the success of the project, and if a need is felt, to envisage modifications in the future plans. In view of this elaborated and complex commercial structure, communication can be used for anyor more of the following objectives:

1. Information
2. Advice
3. Order
4. Suggestion
5. Persuasion
6. Education
7. Warning
8. Raising morale
9. Motivation

2.3. 7 C'S OF BUSINESS COMMUNICATION

<i>Credibility</i>	<i>Builds trust</i>
<i>Courtesy</i>	<i>Improves relationships</i>
<i>Clarity Makes</i>	<i>comprehension easier</i>
<i>Correctness</i>	<i>Builds confidence</i>
<i>Consistency</i>	<i>Introduces stability</i>
<i>Conciseness</i>	<i>Reinforces confidence</i>
<i>Conciseness</i>	<i>Saves time</i>

2.4. BARRIERS TO COMMUNICATION – INTRODUCTION

The various inadequacies that can be identified through communication evaluation are required to be analyzed in terms of various factors - obstructions and barriers - that impede flow

communication. Any managerial action in this regard can be effective only when it strikes at the very root of the factors that lie at the very root of the problem. From this viewpoint, identification of different factors is necessary. Recognizing barriers to effective communication is a first step in improving communication style. Following are the barriers of communication process.

2.5. ENCODING BARRIERS OF COMMUNICATION

The process of selecting and organizing symbols to represent a message requires skill and knowledge. Obstacles listed below can interfere with an effective message.

1. **Lack of Sensitivity to Receiver.** A breakdown in communication may result when a message is not adapted to its receiver. Recognizing the receiver's needs, status, knowledge of the subject, and language skills assists the sender in preparing a successful message. If a customer is angry, for example, an effective response may be just to listen to the person vent for awhile.

2. **Lack of Basic Communication Skills.** The receiver is less likely to understand the message if

the sender has trouble choosing the precise words needed and arranging those words in a grammatically-correct sentence.

3. **Insufficient Knowledge of the Subject.** If the sender lacks specific information about something, the receiver will likely receive an unclear or mixed message. Have you shopped for an item such as a computer, and experienced how some salespeople can explain complicated terms and ideas in a simple way? Others cannot.

4. **Information Overload.** If you receive a message with too much information, you may tend to put up a barrier because the amount of information is coming so fast that you may

have difficulty comfortably interpreting that information. If you are selling an item with twenty-five terrific features, pick two or three important features to emphasize instead of overwhelming your receiver.

5. **Emotional Interference.** An emotional individual may not be able to communicate well. If someone is angry, hostile, resentful, joyful, or fearful, that person may be too preoccupied with emotions to receive the intended message. If you don't like someone, for example, you may have trouble "hearing" them.

2.6. TRANSMITTING BARRIERS OF COMMUNICATION

Things that get in the way of message transmission are sometimes called "noise." Communication may be difficult because of noise and some of these problems:

1. **Physical Distractions.** A bad cellular phone line or a noisy restaurant can destroy communication. If an E-mail message or letter is not formatted properly, or if it contains grammatical and spelling errors, the receiver may not be able to concentrate on the message because the physical appearance of the letter or E-mail is sloppy and unprofessional.

2. **Conflicting Messages.** Messages that cause a conflict in perception for the receiver may result in incomplete communication. For example, if a person constantly uses jargon or slang to communicate with someone from another country who has never heard such expressions, mixed messages are sure to result. Another example of conflicting messages might be if a supervisor requests a report immediately without giving the report writer enough time to gather the proper information. Does the report writer emphasize speed in writing the report, or accuracy in gathering the data?

3. **Channel Barriers.** If the sender chooses an inappropriate channel of communication, communication may cease. Detailed instructions presented over the telephone, for example, may be frustrating for both communicators. If you are on a computer technical support help line discussing a problem, it would be helpful for you to be sitting in front of a computer, as opposed to taking notes from the support staff and then returning to your computer station.

4. **Long Communication Chain.** The longer the communication chain, the greater the chance of error. If a message is passed through too many receivers, the message often becomes distorted. If a person starts a message at one end of a communication chain of ten people, for example, the message that eventually returns is usually liberally altered.

2.7. DECODING BARRIERS OF COMMUNICATION

The communication cycle may break down at the receiving end for some of these reasons:

1. **Lack of Interest.** If a message reaches a reader who is not interested in the message, the reader may read the message hurriedly or listen to the message carelessly. Miscommunication may result in both cases.

2. **Lack of Knowledge.** If a receiver is unable to understand a message filled with technical information, communication will break down. Unless a computer user knows something about the Windows environment, for example, the user may have difficulty organizing files if given technical instructions.

3. **Lack of Communication Skills.** Those who have weak reading and listening skills make ineffective receivers. On the other hand, those who have a good professional vocabulary

concentrate on listening, have less trouble hearing and interpreting good communication. Many people tune out who is talking and mentally rehearse what they are going to say in return.

4. Emotional Distractions. If emotions interfere with the creation and transmission of a message, they can also disrupt reception. If you receive a report from your supervisor regarding proposed changes in work procedures and you do not particularly like your supervisor, you may have trouble even reading the report objectively. You may read, not objectively, but to find fault. You may misinterpret words and read negative impressions between the lines. Consequently, you are likely to misunderstand part or all of the report.

5. Physical Distractions. If a receiver of a communication works in an area with bright lights, glare on computer screens, loud noises, excessively hot or cold work spaces, or physical ailments, that receiver will probably experience communication breakdowns on a regular basis.

2.8. RESPONDING BARRIERS OF COMMUNICATION

The communication cycle may be broken if feedback is unsuccessful.

1. No Provision for Feedback. Since communication is a two-way process, the sender must search for a means of getting a response from the receiver. If a team leader does not permit any interruptions nor questions while discussing projects, he may find that team members may not completely understand what they are to do. Face-to-face oral communication is considered the best

type of communication since feedback can be both verbal and nonverbal. When two communicators are separated, care must be taken to ask for meaningful feedback.

2. Inadequate Feedback. Delayed or judgmental feedback can interfere with good communication. If your supervisor gives you instructions in long, compound-complex sentences without giving you a chance to speak, you may pretend to understand the instructions just so you can leave the stress of the conversation. Because you may have not fully understood the intended instructions, your performance may suffer.

2.9. SUMMARY

The success of any business is based on the strategies and policies framed by the organisation. To transmit the policy or strategy proper communication is necessary. In an organisation downward, upward and diagonal communication helps in the growth of the organisation. The company should be in a position to understand different barriers at the time of coding, transmitting, encoding and feedback. Effective communication helps in the success of business.

2.10. TECHNICAL TERMS

Barriers : 1a : something material that blocks or is intended to block passage highway
barriers a barrier contraceptive. b : a natural formation or structure that prevents or hinders movement or action geographic barriers to species dissemination barrier beaches drugs that cross the placental barrier.

Distractions : Something that distracts : an object that directs one's attention away from

something else turned off her phone to limit distractions One created a distraction

while the other grabbed the money. especially : amusement a harmless distraction

a book of word puzzles and other distractions.

Communication Chain: the communication chain as the connection(s) between a talker and a listener via an auditory, a visual and/or an electric channel .

2.11. SELF ASSESSMENT QUESTIONS

- 1) Discuss the elements of communication process.
- 2) Give three examples of brain drain in communication process.
- 3) Discuss the barriers to communication?

2.12. SUGGESTED READINGS

- 1) Mallika Nawal: —Business Communication, Cengage Learning, New Delhi, 2012.
- 2) Meenakshi Rama: —*Business Communication*, Oxford University Press, New Delhi
- 3) C.S.G. Krishnamacharyulu and Dr. Lalitha Ramakrishnan, Business Communication, Himalaya Publishing House, Mumbai
- 4) SathyaSwaroopDebasish, Bhagaban Dasl —*Business Communication*, PHIPrivate Limited, New Delhi, 2009.
- 5) R.K.Madhukar: —Business Communication, Vikas Publishing House, New Delhi, 2012.
- 6) Sangita Mehta, NeetyKaushish: —Business Communication, University Science Press, New Delhi, 2010.

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LESSON 3

BUSINESS COMMUNICATION

Aims and Objectives

After studying this lesson you should be able to:

- Know the types & formats of Business Communication
- Understand the business vocabulary & idioms
- Operate various levels of Communication in an Organisation

Structure

- 3.1. Introduction**
- 3.2. Significance of Business Communication**
- 3.3. Business vocabulary and Business idioms**
- 3.4. Essentials of Business Letter**
- 3.5. Components of Business Letter**
- 3.6. Formats of Business Communication**
- 3.7. Categories of Business Letter**
- 3.8. Organisational Hierarchy**
- 3.9. Summary**
- 3.10. Technical Terms**
- 3.11. Self assessment Questions**
- 3.12. Suggested Readings**

3.1. INTRODUCTION

In our day to-day life we exchange our ideas, thoughts and other information with our friends, relatives and other people. Sometimes we directly talk to them and sometimes we also write letters to them. In letters we express our feelings in a few words, we may ask for any information or we may write about a complaint in connection with our problems. Similarly businessmen also

exchange ideas, information by writing letters. They communicate business information to customers, suppliers and others and at the same time receive a variety of letters from them.

Communication through exchange of letters is known as correspondence. We communicate our feelings, thoughts etc. to our friends and relatives through letters that may be called personal correspondence. A Businessman also writes and receives letters in his day to-day transactions, which may be called business correspondence. Business correspondence or business letter is a written communication between two parties. Businessmen may write letters to supplier of goods and also receive letters from the suppliers. Customers may write letters to businessmen seeking information about availability of goods, price, quality, sample etc. or place order for purchase of goods. Thus, business letters may be defined as a media or means through which views are expressed and ideas or information is communicated in writing in the process of business activities.

3.2. SIGNIFICANCE OF BUSINESS COMMUNICATION

Now-a-days business operations are not restricted to any locality, state or nation. Today production takes place in one area but consumption takes place everywhere. Since the businessmen as well as customers live in far off places they don't have sufficient time to contact each other personally. Thus, there arises the need for writing letters. In the past the situation was not so. Business letters were not essential in olden days. But now the importance of letters has increased because of vast expansion of business, increase in demand as well as supply of goods. Let us learn about the importance of business letters.

1. **Help in maintaining proper relationship:** Now-a-days business activities are not confined to any one area or locality. The businessmen as well as customers are scattered throughout the country. Thus, there is a need to maintain proper relationship among them by using appropriate means of communication. Here business letters play an important role. The customers can write letters to the businessman seeking information about products and businessmen also supply various information to customers. This helps them to carry on business on national and international basis.
2. **Inexpensive and convenient mode:** Though there are other modes of communication like telephone, telex, fax, etc. but business information can be provided and obtained economically and conveniently through letters.
3. **Create and maintain goodwill:** Sometimes business letters are written to create and enhance goodwill. Businessmen at times send letters to enquire about complaints and suggestions of their customers. They also send letters to inform the customers about the availability of a new product, clearance sale etc. All this results in improving cordial relations with the customers, which enhances the goodwill of the business.
4. **Serves as evidence:** We cannot expect a trader to memorise all facts and figures in a conversation that normally takes place among businessmen. Through letters, he can keep a record of all facts. Thus, letters can serve as evidence in case of dispute between two parties.
5. **Help in expansion of business:** Business requires information regarding competing products, prevailing prices, promotion, market activities, etc. If the trader has to run from place to place to get information, he will end up doing nothing. It will simply result in loss of time. But through business letters, he can make all enquiries about the products and the markets. He can also receive orders from different countries and, thus enhance sales.

3.3. BUSINESS VOCABULARY & BUSINESS IDIOMS

Today's business world runs on information, so remember this quick ABC: Always be concise. This is one of the biggest, most important "do's" and it is one of the primary reasons for building a solid business vocabulary. Here are some additional tips to keep in mind when writing for business, no matter what the topic.

- **Less is More:** When it comes to using your vocabulary during the course of business, it's important to find words and phrases that allow you to express yourself in a concise way. Avoid sentences that meander, get to the point, and send your message.
- **Pay close attention to titles, names, and genders:** Have you ever received a message in which you were addressed incorrectly? If you have, you know just how irritating it is. From a business vocabulary point of view, an error in someone's title, name, or gender is incredibly destructive, not to mention embarrassing to you and your company.
- **Be professional, courteous, and cordial:** Choose business English vocabulary words that are positive, professional, and friendly. In past decades, business writing was quite formal. This is fine for things like job applications and legal documents where every little word is likely to be scrutinized, but overly formal jargon can be jarring and difficult to read.
- **When being informal, don't become unprofessional:** It is often appropriate to choose normal, informal vocabulary words to convey messages during the course of business. Stay professional by avoiding off-color jokes, snarky remarks, gossip, and personal comments out of your business communications. Don't circulate anything – even an email – that you wouldn't feel comfortable airing in a public forum.
- **One H, Five W's:** You should always check and double check your work to be sure that the message you are sending makes sense. The easiest way to make sure you've covered all your bases is to follow a business writing rule that originated in journalism. Answer all the questions your audience might have by ensuring How? Who? What? When? Where? and Why? are covered.
- **Avoid jargon and "weasel words":** People don't like to read words that don't mean anything. Respect your readers' time by choosing business vocabulary words that leave no room for the reader to question intent or meaning. Plain language is always appreciated.
- **Use business vocabulary words that inspire action:** Choose words that will spur your readers to take the desired action. Almost all business writing is produced in order to achieve a certain purpose, making a call to action important. Let your readers know what to do to get the right outcome.
- **Write once, check twice:** No matter what vocabulary words you've chosen to use in your writing, do your business a favor and proofread what you have written. Do this twice, preferably once right after you finish and once again a few hours or days after writing, if possible. The brain often skips errors that were made in the recent past but will catch them later. If it is not possible to wait to check your work at a later time, have someone else do the second round of proofreading for you. Little mistakes happen, but people will judge you for them. Nothing is quite so embarrassing as a typo in a document that's filled with great business vocabulary words and is otherwise perfect.

Wonderful Words: Try These and Spice Up Your Business Vocabulary

Today's business environment is much different from the way it was in the past, and there are

quite a few business vocabulary words that are best left out of communications. Bottom line? If a

buzzword or phrase looks complicated, don't use it. Stay genuine and always use language that is plain and clear.

Here are some examples:

- **Agenda:** A detailed plan
- **Advantage:** A specific benefit or improvement
- **Benefit:** A specific, positive outcome
- **Calculate:** To do something with numbers, i.e. count, add, subtract, multiply, or divide
- **Develop:** Bring out the possibilities of or capabilities of
- **Estimate:** Guess how much something will cost or how long something will take
- **Incentive:** Provide a reward or offer something at a special price
- **Invest:** Spend a resource such as time, money, or effort in order to make a future improvement
- **Maintain:** To take care of, cover expenses, or keep in a specified state
- **Negotiate:** Try to make a better arrangement or get a better price
- **Objective:** A specific goal or target
- **Participate:** To take part in
- **Process:** A series of actions that achieves a certain end
- **Schedule:** A certain time frame
- **Structure:** A complex system that takes in the entire point of view
- **Target:** A measurable goal
- **Thank you:** A polite phrase to use with everyone you interact with; though simple, it goes a long way

These are just a few of the many fantastic words you can incorporate into your business vocabulary.

An idiom is a group of words (or a phrase) that is a single unit of vocabulary and has a specific meaning. The meaning may not be clear from the individual words and we need to learn the whole chunk as one item. Learning business idioms helps to develop fluency and to better understand native-English speakers.

1. Get down to business

Business meetings usually begin with some small talk while waiting for everyone to arrive. When it's time to start seriously focusing on the actual work, it's time to **get down to business**.

Sample sentence: We've got 25 business idioms and phrases to cover today so let's **get down to business**.

2. From day one

This means “since the beginning.” You often hear the phrase **from day one** used in the workplace to talk about something that has been true since the very first day a project or business began.

Sample sentence: I hope management realizes that our deadlines are very tight. We need to hire more people immediately. We’ve been short-handed **from day one**.

3. Learn the ropes

Learn the ropes is used in situations where someone, usually a new coworker, needs to learn the basics of how something is done.

Sample sentence: The three new members of our project team will need to **learn the ropes** ASAP.

4. Bring to the table

To **bring** [something] **to the table** means to bring something of use or benefit (skills, experience, etc.) to a job or business activity (project, meeting, etc.).

Sample sentence: We need someone on the team who can **bring** project management experience **to the table**.

5. Learning curve

A **learning curve** is used to describe the progress someone has to make to gain experience or learn a new skill set. A **steep learning curve** indicates the task may be difficult and therefore take more effort.

Sample sentence: She is welcome to join our team, but there will be a steep **learning curve**.

6. Get off the ground

To **get** [something] **off the ground** means to start doing a job or project, usually after much discussion or planning.

Sample sentence: Months after looking into how to boost declining sales, we were finally able to **get** our aggressive sales campaign **off the ground**.

7. On a shoestring

When you do something **on a shoestring**, you’re working on a tight budget or with very little money.

Sample sentence: It’s going to be a challenge doing such a big project **on a shoestring** but we’ll try our best.

8. From the ground up

If you build a business or project from zero or from the bottom, you’re starting **from the ground up**.

Sample sentence: Have you read the news about the enterprising 12-year-old who’s building her business **from the ground up**?

9. Behind the scenes

This phrase is used to describe something, usually work, that’s done or that happens away from public view.

Sample sentence: Organizing a roadshow may look easy, but do you have any idea how much hardwork we’ve put in **behind the scenes**?

10. Touch base

To **touch base** with someone simply means to contact someone.

Sample sentence: I have a meeting right now but I’ll **touch base** with you later.

11. The eleventh hour

The **eleventh hour** is used to describe something that's done or happens at the last minute.

Sample sentence: The project manager won't be pleased about them changing the design at **theeleventh hour**.

12. By the book

Doing something **by the book** means doing it strictly according to the rules, policies or the law. *Sample sentence:* I don't think John will listen to your suggestion. He insists on doing everything **by the book**.

13. Run around in circles

To **run around in circles** means to keep doing something without achieving any real results. In other words, you're doing a lot of unnecessary work but not getting anywhere.

Sample sentence: The deadline is coming up, but we've been **running around in circles** because the client keeps changing their mind about the design.

14. Cut corners

If you **cut corners**, you're taking shortcuts and using the easiest, quickest and cheapest way to do something.

Sample sentence: If we **cut corners**, we can probably meet our sales target for the last quarter.

15. The bottom line

You may know that the last or bottom line on a financial statement is the most important. The bottom line is what shows the total profit or loss. So then, the phrase **the bottom line** is used in general to refer to the final outcome, or the most important point to consider.

Sample sentence: It's true that we're very short-handed, but **the bottom line** is we must still deliver the project on time.

16. In a nutshell

Have you seen a nutshell? Think of how small it is and how little it can hold. So, **in a nutshell** means in summary, or in as few words as possible.

Sample sentence: This book is about successful businesspeople and how they reached the top. **In a nutshell**, it's about how to grow a successful business.

17. Fifty-fifty

Fifty-fifty simply means dividing something into equal parts so that both parties get 50%.

Sample sentence: Since I'm as busy as you are, let's split the work for this project **fifty-fifty**.

18. The big picture

The big picture means to look at the overall view of something, or the situation as a whole and not at the details.

Sample sentence: I think his presentation was too long and detailed. He should've just given us **the big picture**.

19. Long shot

Imagine you're throwing a dart from a long distance. What are the chances of it hitting the bullseye (the exact center of the target)?

Well, a **long shot** is an idiom that's usually used to describe something that has a very small chance of happening or succeeding.

Sample sentence: Landing such a high-paying job is a **long shot** but I'm still going to give it a try.

20. Back to square one

Back to square one simply means to start over, or to go back to the beginning.

Sample sentence: I wish I'd saved my spreadsheet before the server crashed. Now I have to go **back to square one**.

Other Business Idioms

Idiom	Example	Definition
get the ball rolling	<i>We need to <u>get the ball rolling</u> to prepare our presentation for next week's meeting</i>	to make something start happening
start/get off on the right foot	<i>Everyone hopes to <u>get off on the right foot</u> when they start a new job.</i>	to start a relationship in a positive way
from the ground up	<i>Our boss built this company <u>from the ground up</u>.</i>	to do something from the start/very beginning
think outside the box	<i>To be successful in our industry, we need staff who .</i>	to think creatively and develop new and original ideas
rock the boat	<i>I told the new manager not to <u>rock the boat</u> before she gets to know her team.</i>	to do something which changes a stable routine and may cause problems
on the same page	<i>We made a proposal to expand globally and the CEO is <u>on the same page</u>.</i>	to be in agreement or thinking in a similar way
word of mouth	<i><u>Word of mouth</u> is more reliable than adverts (or <u>word-of-mouth</u> recommendations).</i>	to communicate or tell people about something verbally (not in writing)
raise the bar	<i>Mobile phone manufacturers <u>raise the bar</u> every year with their new products.</i>	to increase standards or improve quality in something
back to square one	<i>Every aspect of our proposal was rejected by the CEO, so we are <u>back to square one</u>.</i>	describes when you need to start a project again from the beginning

keep you on your toes	<i>Management make regular checks to <u>keep</u> everyone <u>on</u> <u>their</u> <u>toes</u>.</i>	to describe something that makes you remain alert, energetic and ready
give the thumbs up	<i>I got the <u>thumbs up</u> from my boss about working from home every Friday.</i>	to show support and give approval
back to the drawing board	<i>The client rejected our first proposal, so we have gone <u>back to the drawing board</u>.</i>	to start something again because the previous attempt was unsuccessful
keep one's eye on the ball	<i>I need to <u>keep my eye on the ball</u> because this industry is so competitive.</i>	to give your complete attention to something
do something/go behind someone's back	<i>My team <u>went behind my back</u> and complained to the boss before speaking with me.</i>	to talk about someone or take action without their knowledge
put all one's eggs in one basket	<i>I take some investment risks every year, but I never <u>put all my eggs in one basket</u>.</i>	to commit all your resources to a single idea or plan of action
go the extra mile	<i>Companies benefit from staff who <u>go the extra mile</u>.</i>	to make more effort to achieve something that is expected
learn the ropes	<i>We all have to <u>learn the ropes</u> when we start a new job.</i>	to learn how to do specific tasks or activities in a company
pull the plug	<i>The directors have decided to <u>pull the plug</u> on the project to expand in Asia.</i>	to stop a task or activity from continuing
all in the same boat	<i>We're <u>all in the same boat</u> because our company</i>	to be in the same difficult or unpleasant situation
	<i>is closing and we need new jobs.</i>	
cut corners	<i>Companies should never <u>cut corners</u> with regards to health and safety.</i>	to do a task to a lower standard to save time or money

strike while the iron is hot	<i>I'm confident that this client will sign the contract if we <u>strike while the iron is hot</u>.</i>	to take action without delay when there is an opportunity to do something
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3.4. ESSENTIALS OF BUSINESS LETTERS

A letter should serve the purpose for which it is written. If a businessman writes a letter to the supplier for purchase of goods, the letter should contain all the relevant information relating to the product, mode of payment, packaging, transportation of goods, etc. clearly and specifically. Otherwise, there will be confusion that may cause delay in getting the goods. Again the quality of paper used in the letter, its size, colour etc. also needs special attention, because it creates a positive impression in the mind of the receiver. We may classify the qualities of a good business letter as:

- a. Inner Qualities; and b. Outer Qualities

Inner Qualities - The inner qualities of a good business letter refer to the quality of language, its presentation, etc. These facilitate quick processing of the request and that leads to prompt action. Let us discuss the various inner qualities of a good business letter.

- a. **Simplicity** - Simple and easy language should be used for writing business letters. Difficult words should be strictly avoided, as one cannot expect the reader to refer to the dictionary every time while reading letter.
- b. **Clarity** - The language should be clear, so that they receive will understand the message immediately, easily and correctly. Ambiguous language creates confusion. The letter will serve the purpose if the receiver understands it in the same manner in which it is intended by the sender.
- c. **Accuracy** - The statements written in the letter should be accurate to, the best of the sender's knowledge. Accuracy demands that there are no errors in the usage of language - in grammar, spellings, punctuations etc. An accurate letter is always appreciated.
- d. **Completeness** - A complete letter is one that provides all necessary information to the users. For example, while sending an order we should mention the desirable features of the goods, i.e., their quality, shape, colour, design, quantity, date of delivery, mode of transportation, etc.
- e. **Relevance** - The letter should contain only essential information. Irrelevant information should not be mentioned while sending any business correspondence.
- f. **Courtesy** - Courtesy wins the heart of the reader. In business letters, courtesy can be shown / expressed by using words like please, thank you, etc.
- g. **Neatness** - A neat letter is always impressive. A letter either handwritten or typed should be neat and attractive in appearance. Overwriting and cuttings should be avoided.

Outer Qualities - The outer qualities of a good business letter refers to the appearance of the letter. It includes the quality of paper used, colour of the paper, size of the paper etc. Good quality paper gives a favourable impression in the mind of the reader. It also helps in documenting the letters properly. Let us discuss the various outer qualities of a good business letter.

- a. **Quality of paper** - The paper used should be in accordance with the economic status of the firm. Now-a-days the cost of the paper is very high. Therefore, good paper should be used for original copy and ordinary paper may be used for duplicate copy.
- b. **Colour of the Paper** - It is better to use different colours for different types of letters, so that the receiver will identify the letters quickly and prompt action can be taken.
- c. **Size of the paper** - Standard size paper (A4) should be used while writing business letters. The size of the paper should be in accordance with the envelopes available in the market.
- d. **Folding of letter**- The letter should be folded properly and uniformly. Care should be taken to give minimum folds to the letter so that it will fit the size of the envelope. If window envelope is used then folding should be done in such a way that the address of the receiver is clearly visible through the transparent part of the envelope.
- e. **Envelope** - The size and quality of the envelope also need special attention. The size of the letter should fit the size of the letters. The business firms use different types of envelopes i.e., ordinary envelope, window envelope, laminated envelope etc.

3.5. COMPONENTS OF A BUSINESS LETTER

- (1) **The Reference Line** – The Reference Line is written on the left side of the page, generally against the Date Line. It helps in tracing the course of correspondence. Each company or organization creates its own method of writing the reference.
For example: GT/ 598/09.
- (2) **The Attention Line** – The purpose of the Attention Line is to draw the attention of the person who is supposed to deal with the letter. It is placed between the Inside Address and the Salutation. It mentions the name of the recipient or his designation or both.
For example – Attention: Mr. R R Gandhi, the Secretary
- (3) **The Personal Notations** – The personal notations are written between the Inside Address and the Salutation. But if the Attention Line is also used, the Personal Notations can be written above the Inside Address. Personal notations should be typed in capital letters: PERSONAL, CONFIDENTIAL, URGENT etc.
- (4) **The Subject Line** – The Subject Line is placed above the Inside Address or sometimes between the Salutation and the Body of the letter. It helps the reader to know at a glance what the letter is about. The subject line should be as concise as possible. For example: Subject: An application for the post of an accountant
- (5) **The Identification Line / Source Reference** – The Identification Line is typed on the left side below the Signature. It consists of two sets of initials divided by an oblique line. The first set of three-letter initials in uppercase refers to the person who dictated the letter and the second set of two-letter initials in lowercase to the one who typed it.
For example: KJP/ NP
- (6) **The Enclosure** – The Enclosure is typed on the left side below the Signature or the Identification Line. It helps the dispatch clerk in enclosing the necessary documents.
For example: Enc. or Encl.(for a single document) Encls. (for two or more documents)

- (7) **The Mailing Directions** – The modern practice is to place the Mailing Directions at the top of the letter. Mailing Directions help the dispatch clerk in dispatching the letter. Mailing Directions should be typed in capital letters:
REGISTERED MAIL, AIR MAIL, SPEED POST, etc
- (8) **The Carbon Copy Notations** – The Carbon Copy Notations are written below the Signature or the Enclosure on the left side of the page. Through these notations, the recipient knows who else has got a copy of the letter. For example – Copy to: or CC:
- (9) **The Post Script (PS)** – The Post Script is the message outside the main body of the letter. It appears on the left side at the bottom of the page. The Post Script has to be signed again. It is justified only if important information is received after the letter has been typed.

3.6. FORMATS OF A BUSINESS LETTER

The format of a business letter is the style of its layout or visual appearance on paper. Three different formats of writing a business letter are as follows:

(1) **The Full Block Style** – All components of the business letter are aligned to the left-hand margin. Each paragraph is separated from the other by a space of two or three lines. There is no indentation. This style gives the letter a clean and orderly look suitable for business communication. Moreover, it saves the time of the typist. The full block style is the most widely used format in business letters.

(2) **The Semi-Block or the Semi-Indented Style** – This style combines elements of both the Full Block and the Indented styles. The date appears on the right-hand side of the page. The complimentary close and the signature are typed in the centre or on the right-hand side. All other parts of the letter begin at the left-hand margin. The first line of each paragraph is indented. This style is commonly used in India.

(3) **The Indented Style** – The Letterhead is printed in the centre. The Date and the Signature are placed on the right. The first line of each paragraph is indented. This is a traditional format of business letter. It is hardly used now because it is time-consuming

3.7. CATEGORIES OF BUSINESS LETTER

Sales Letters: Even if the companies make an excellent product they still need to contact and convince the customers to buy them. The aim of a sales letter is to promote the sale of a product or service and to create goodwill. Sales letters target particular groups or categories of prospective customers and highlight special features of the product. The reader of a sales letter should feel that he or she must grab the opportunity by accepting the offer or purchasing the product. A sales letter is an effective means to reach a large number of customers with a greater degree of “personal touch.”

Inquiry letter: The business cycle generally begins with an inquiry from a retailer to the supplier/manufacturer. The purpose of an inquiry letter is to request information regarding the prices of goods, discount, terms for sale, and time limit for the delivery of goods etc.

An inquiry from the retailer includes some of the following points:

1. The nature of the retailer's business, future business plans or how the retailer came to know about the supplier.
2. A request for the latest price-list and catalogue of products.
3. A request for a generous discount and competitive terms for sale.
4. A request for a definite time limit for the delivery of goods

Reply Letter:

A letter of inquiry offers a business opportunity to the supplier or the manufacturer. A reply to a business inquiry must be written carefully and sent promptly to turn it into an order. The reply letter should provide necessary information in clear terms to help the prospective customer place an order. A reply to a business inquiry generally includes some of the following points:

1. Thanking the prospective customer for an inquiry
2. Sending the catalogue and the price list
3. Offering rates of discount and terms for payment
4. Promising the delivery of goods within a particular time limit
5. Looking forward to a lasting and happy business relationship

Complaint Letters:

In spite of our best intentions and efforts there might arise occasions for complaints in business. The customer could make complaints on account of damaged or inferior goods, late delivery of goods, wrong invoicing, rude behaviour of an employee etc. Never hesitate to complain when there are genuine reasons for it. Lodge the complaint immediately in a firm but polite manner. A letter of complaint generally includes some of the following points:

1. Explaining the exact nature of the complaint
2. Giving specific details about the inconvenience or loss you have suffered
3. Suggesting a fair compensation as an adjustment
4. Looking forward to a positive response from the correspondent

Adjustment Letters:

Letters of complaint give the businessman an opportunity for reviewing the quality of one's product or service. A prompt response to complaints helps to maintain customer's confidence and goodwill. Take a genuine interest in the customer's problem and show in your reply that you have investigated the complaint fully. Tact is necessary when the customer's request cannot be granted. Even if you cannot take any responsibility for the damage or the loss, you should not indicate that

the customer's request is unfair. Express your desire to serve the customer to his or her satisfaction. A good adjustment letter includes some of the following points:

1. Apologizing for the inconvenience if the complaint is genuine, or expressing your concern even if you are not responsible for the cause of the complaint.
2. Explaining the facts of the case as you understand them after an investigation.
3. Making an offer of a fair adjustment (compensation, extra discount, etc) as the case may be
4. Promising that care would be taken to avoid mistakes in future.

3.8. ORGANIZATIONAL HIERARCHY

Dimensions of Communication In an organization, communication flows in 5 main directions

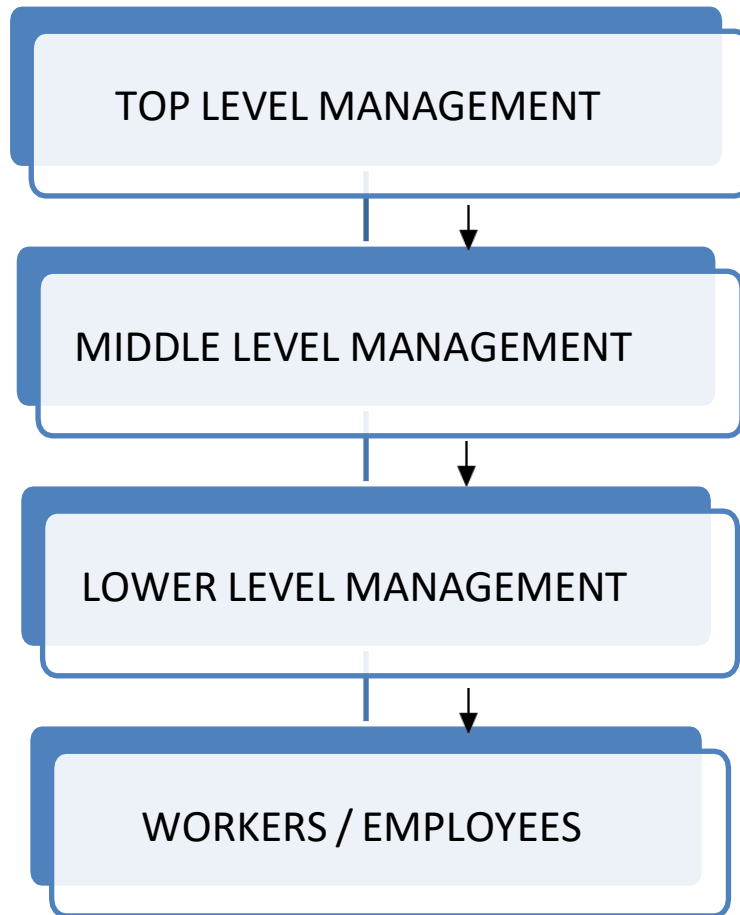
1. Downward
2. Upward
3. Horizontal /Lateral
4. Diagonal
5. Grapevine Communication

Downward communication:-

Downward communication occurs when information and messages flow down through an organization's formal chain of command or hierarchical structure. In other words, messages and orders start at the upper levels of the organizational hierarchy and move down toward the bottom levels. Responses to downward communications move up along the same path. The managers to transmit work-related information to the employees at lower levels use this communication flow. Downward communication offers efficiencies because instructions and information come from the sources in power that are able to coordinate activities from the top of the organization. Employees receive feedback from the supervisors who manage them.

Downward communication has disadvantages that are as follows:

- Downward communications can become distorted as it proceeds through multiple levels of the organization.
- It takes time for messages to go down the organization and then up the organization and then back down again. This means that feedback can be slow, resulting in problems, especially in a dynamic environment.



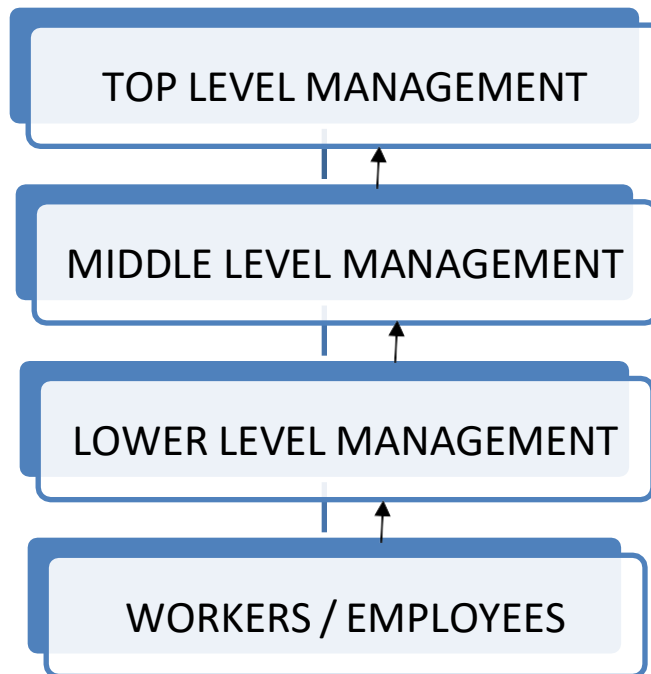
Upward Communication:-

Communication is a very important part of working in the business environment. Managers must be able to communicate with employees and employees must be able to communicate with managers in order to have a profitable business. Upward communication is the flow of information from front line employees to managers, supervisors, and directors. Upward communication keeps managers aware of how employees feel about their jobs, policies and procedures, and the business in general.

Advantages of upward communication:

Feedback: Managers can get feedback from employees that can help improve organizational development. Employees who are encouraged to provide feedback feel respected and that they have a say in how the organization is run.

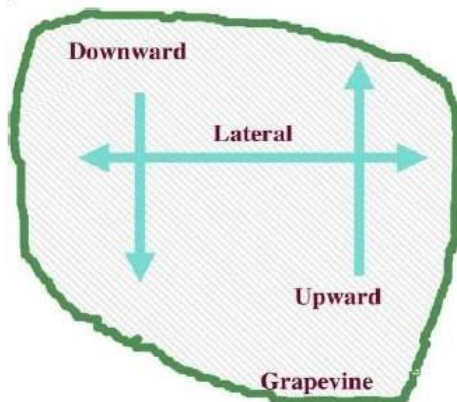
Upward Communication seems easy enough. But sometimes, employees face significant barriers attempting to communicate with managers.



Horizontal / Lateral communication:-

Lateral / Horizontal Communication: Communication that takes place at same levels of hierarchy in an organization is called lateral communication, i.e., communication between peers, between managers at same levels or between any horizontally equivalent organizational member. The advantages of horizontal communication are as follows:

- It is time saving.
- It facilitates co-ordination of the task.
- It facilitates co-operation among team members.
- It provides emotional and social assistance to the organizational members.
- It helps in solving various organizational problems.
- It is a means of information sharing
- It can also be used for resolving conflicts of a department with other department or conflicts within a department.



Diagonal Communication or crosswise communication: Communication that takes place between a manager and employees of other workgroups is called diagonal communication. It generally does not appear on organizational chart.

For instance - To design a training module a training manager interacts with an Operations personnel to enquire about the way they perform their task. The Accounts people of an organization visiting different employees in various departments for their IT calculation, bonus for workers etc. fall under diagonal communication.

Grapevine Communication (Informal Communication)

Grapevine is an informal channel of business communication. It is called so because it stretches throughout the organization in all directions irrespective of the authority levels. Man as we know is a social animal. Despite existence of formal channels in an organization, the informal channels tend to develop when he interacts with other people in organization. It exists more at lower levels of organization. Grapevine generally develops due to various reasons. One of them is that when an organization is facing recession, the employees sense uncertainty. Also, at times employees do not have self-confidence due to which they form unions. Sometimes the managers show preferential treatment and favour some employees giving a segregated feeling to other employees. Thus, when employees sense a need to exchange their views, they go for grapevine network as they cannot use the formal channel of communication in that case. Generally during breaks in cafeteria, the subordinates talk about their superior's attitude and behaviour and exchange views with their peers. They discuss rumours about promotion and transfer of other employees. Thus, grapevine spreads like fire and it is not easy to trace the cause of such communication at times.

Example of Grapevine Network of Communication

1. Suppose the profit amount of a company is known. Rumour is spread that this much profit is there and on that basis bonus is declared.
2. CEO may be in relation to the Production Manager. They may have friendly relations with each other.

3.9. SUMMARY

This lesson is divided into eight parts like: 1. Introduction, 2. Significance of Business Communication, 3. Business vocabulary and Business idioms, 4. Essentials of Business Letter, 5. Components of Business Letter, 6. Formats of Business Communication, 7. Categories of Business Letter, 8. Organizational Hierarchy.

3.10. TECHNICAL TERMS:

Business : A business is defined as an organization or enterprising entity engaged in commercial, industrial, or professional activities. Businesses can be for-profit entities or non-profit organizations. Business types range from limited liability companies, sole proprietorships, corporations, and partnerships.

Vocabulary : Vocabulary is all about words — the words in a language or a special set of words you are trying to learn. Vocabulary is so important, we even created a web site to help expand yours.

Idioms : An idiom is a phrase or expression that typically presents a figurative, non-literal meaning attached to the phrase; but some phrases become figurative idioms while retaining the literal meaning of the phrase. Categorized as formulaic language, an idiom's figurative meaning is different from the literal meaning.

Business Letter: A business letter is a formal document often sent from one company to another or from a company to its clients, employees, and stakeholders, for example. Business letters are used for professional correspondence between individuals, as well.

3.11. SELF ASSESSMENT QUESTIONS

- 1) What is the Significance of Business Communication –Briefly discuss it.
- 2) Explain the Business vocabulary and Business idioms.
- 3) What are the Essentials of Business Letter-Reveals it.
- 4) What are Components of Business Letter-Explain it
- 5) Discuss various Formats of Business Communication.
- 6) Briefly explain different Categories of Business Letter.
- 7) What is upward and downward communication in Organizational Hierarchy

3.12. SUGGESTED READINGS

- 1.) SathyaSwaroopDebasish, Bhagaban Dasl —*Business Communication*ll, PHI Private Limited, New Delhi, 2009.
- 2.) R.K.Madhukar: —*Business Communication*ll, Vikas Publishing House, New Delhi, 2012.
- 3.) Sangita Mehta, NeetyKaushish: —*Business Communication*ll, University Science Press, New Delhi, 2010.

Dr. Ch. V. RAMAKRISHNA RAO

LESSON 4

BUSINESS REPORTS

&

PRESENTATIONS

Aims and Objectives

After studying this lesson you should be able to:

- Know the structure of Business Report
- Understand the purpose of preparing business report
- Apply the best presentation skills

Structure

- 4.1. Introduction – Report Writing**
- 4.2. Parts of Business Report**
- 4.3. Types of Business Report**
- 4.4. Purpose of Business Report**
- 4.5. Qualities of good Business Report**
- 4.6. Introduction to Business Presentation**
- 4.7. Steps in Business Presentation**
- 4.8. Techniques of Business Presentation**
- 4.9. Types of Business Presentation**
- 4.10. Summary**
- 4.11. Technical terms**
- 4.12. Self Assessment Questions**
- 4.13. Suggested Readings**

4.1. INTRODUCTION - REPORT WRITING

Report means a statement or description of what has been said, seen, done etc. a treatise containing facts, figures, information, analysis, opinions, suggestions, recommendations, maps, graphs, charts, pictures, statistical tables, specially compiled for a particular purpose.

C.A. Brown defines a report as a communication from someone, who has to inform someone who wants to use that information. It describes the events or individuals to someone who requires it.

According to the American Marketing Society, the purpose of a report is “to convey the interested persons the whole result of the study in sufficient details and so arranged as to enable each reader to comprehend the data and so determine for him the validity of conclusions”

A report is a methodical, well-organized document that defines and analyzes a certain issue or a problem. The main purpose of a report is to provide information to its readers. Reports are used in different professions, and there are various types of reports varying according to the purpose.

4.2. PARTS / CONTENTS OF A BUSINESS REPORT

The parts of a report can broadly be classified into the following classifications.

4.2.1. Preliminary section

4.2.2. Report text or Body of the Report or Report Proper

4.2.3. Supplementary Section

Preliminary section: The first section is called “preliminary section”, because it contains reference and informal materials. This part reveals identification of the report and the circumstances for which it has been prepared.

Body of the Report: This part of the report contains facts, analysis, synthesis, interpretations, findings, conclusions, recommendations etc. this, of course, will vary in accordance with the objectives of each specific case, and the type of the problem involved.

Supplementary section: It is supporting and secondary to the main report which includes materials and information of secondary importance. Though the materials are related to the primary study, they are too cumbersome to include in the body of the report. On the other hand, they are matters of less importance to be included in the report.

Preliminary section

1. Cover page: Contents include the title, the number, date, classification, name of author and authority.

2. Frontispiece: This is a window display added to arouse curiosity; it showcases the contents of the report graphically. It may take the form of a photograph, map, drawing, illustration or a collage.

3. Title-page: This is the first right-hand page and contains additional items like the sub-title, names of author and authority, contract or project number, approvals and distribution list.

4. Copy right notice: This is printed on the top of the inside cover page. Sometimes a note is added: ‘All rights reserved. No part of this report may be reproduced in any form or by any means without permission in writing from the publisher.’

5. Forwarding letter: This is also known as the letter of transmittal. Most formal reports contain some form of personal communication from writer to reader. In most cases, letter of transmittal makes this contact. As the name implies, it is a letter that transmits the report to the reader. It serves simply as a record for transmission and does not contain important information. It makes helpful and informative comments about the report.

6. Preface: The preface introduces the report (not the subject-matter) and offers it to the reader. It is included if the report does not include a letter of transmittal. Although it does not formally transmit the report, it does many of the other things that a letter of transmittal does- helpful comments, use, interpretation, follow-up, etc. It is written in the first person, but is not as direct or informal as the introductory letter.

7. Acknowledgements: This places on record the help rendered by persons or organizations that have helped you directly and indirectly in the production of the report. Do not list names while acknowledging help. Categorize help according to the nature of assistance e.g.: guidance, encouragement, emotional support, technical support, secretarial assistance, proofreading, valuable help through interviews, etc. Avoid using clichés like first and foremost, last but not the least, firstly, secondly, thirdly, etc.

8. Table of Contents: This is typed with a margin of one and a half inches on the left margin and one inch on the right. Leave two spaces between main headings and one space between subheadings. The pagination of chapters is as follows: Preface, Acknowledgements and Summary in small Roman numerals and Arabic numerals for the rest of the chapters. Back matter is just listed but neither numbered nor paginated. 2

9. List of Illustrations: This is included only if illustrations are more than 10 or 12 in number. This can be further sub-divided into List of Figures and List of tables.

10. Summary or Abstract: A summary is written for general reports whereas an abstract is to be written for technical reports. A summary is 5 to 10 % of the report whereas the abstract is 2 to 5 % percent. The summary gives the substance of the report in a nutshell whereas the abstract presents the report in a concentrated form. The summary may include significant findings, important conclusions and major recommendations but the abstract gives only the extent of coverage.

MAIN BODY

11. Introduction: This prepares the reader to receive the report. The function of the introduction is to put the whole report in perspective and provide a smooth, sound opening for it. A good introduction must furnish the readers with sufficient material concerning the investigation and problem, to lead them to an easy comprehension of the rest of the report. It gives the historical and technical background of the topic, mentions the scope of study, basic theories and principles involved, the purpose, the limitations, sources and methods of collecting data, definitions of special terms and symbols. Ending the introduction with an explanation of the general plan of the report will provide a logical transition to the next section of the report.

12. Methodology: This is the same as the part that explains 'Procedure' in short informal reports. It describes the methods of data collection and is written in brief in the passive voice.

13. Discussion and description: Note that this is not the title of this part of the report. This contains the chapters or sections of the report grouped under different headings and sub-headings. Remember the logical and psychological ordering of various topics. The standard font size used is 12 for text, 14 for sub-headings, and 16 for main titles. You can use either talking headings like "Decreasing demand for leather shoes" or topic headings like "Demand for leather shoes."

14. Conclusion: Some reports must do more than present information. They must analyze the information in light of the problem and from there reach a conclusion. Conclusion is that section of the report where you bring together all the essential points developed in the discussion. All conclusions must be supported by what has gone before; nothing new must be included at this stage. The function of this section is to bring the Discussion to a close and to signal to the reader gracefully that he has reached the end.

15. Recommendations: A recommendation specifies a course of action to be taken. These should be stated only if asked for or required.

BACK MATTER

16. Appendix: This is the first part of the back matter of the report. It is not a dumping ground for extra material but includes material needed to support the body of the report. Questionnaires, statistical data, samples of forms, data sheets, calculations, illustrative materials, sample documents, symbols, tables of definitions may be included in the appendix. Number consecutive parts of the Appendix as Appendix A, Appendix B, etc.

17. List of references: These give credit to works cited in the text. For instance: Under the title “Works Cited” you can include a list of references actually quoted or used directly or indirectly in the text. Given below are certain samples of entries that are to be recorded at the end of the report. Example of a book used: Alan Warner, ‘A Short Guide to English Style,’ London: Oxford University Press, ELBS Edition, 1965, pp.40-45. Example of a site on the net: Mahesh Kothari, ‘Changing face of the Indian Economy’. Indiamart.com, 31 August 2010, . (here 31 August refers to the date on which you accessed the site).

18. Bibliography: This is an alphabetical list of books, sources, references consulted but not cited in the text. Example of an entry: Palmer, Frank. ‘Grammar’. Second Edition. Burlington, England. Penguin Books Limited, 1945. Since this may not be directly cited inside the text, the entry carries no page numbers.

19. Glossary: This is a list of technical words with explanations.

20. Index: The index is meant to be a quick reference guide to locate the material in your report. Your readers can locate a topic, sub-topic, or any other important aspect of the report quickly and easily. The index is arranged in alphabetical order.

4.3. TYPES OF BUSINESS REPORT

Reports on the basis of Importance or Frequency

The reports are classified into two types. They are ordinary or routine reports and special reports.

1. Ordinary or Routine Report

Ordinary reports are prepared and presented before the managing director at specific intervals or to the next authorized person in the business routine. The reports shall be submitted daily, weekly, fortnightly, monthly, quarterly, bi-annually or annually. This type of report contains mere statement of facts in detail without any opinion or recommendation of the reporter. Examples for routine reports are Report of Directors to the **Annual General Meeting**, Auditor’s Report to the

Annual General Meeting, Sales Report, Production Report and the like.

2. Special Report

This type of report is prepared and presented before the top management on specific request. It usually contains the opinions or recommendations of the reporter with the help of facts and arguments. Examples for special report are opening of branch, introducing a new product, improving the quality or changing the shape or size of the product and the like.

Reports on the Basis of Legal Formalities

The reports are classified into two types. They are formal report and informal report.

1. Formal Report

Formal report is prepared in a prescribed format and presented before the competent authority in an established procedure. Reports submitted by officials or committees of constituted bodies (example: Companies, **Cooperative Societies**, Local Bodies etc.) are usually formal report.

2. Informal Report

Informal report is prepared in a format of the convenience of the reporter and presented directly before the required person as and when demanded. An informal report is presented as in the form of letter or memorandum. Generally, it takes the form of a person to person communication.

Reports on the basis of Function

The reports are classified on the basis of function into two types. They are informative and interpretative.

1. Informative Report

An informative report is prepared and presented with the help of available information at the maximum with regard to an issue or situation.

2. Interpretative Report

An interpretative report is not only contains the facts, views and opinions of reporters and others but also includes the causes for an issue or an event and required remedial action with recommendations.

Reports on the basis of Nature of the Subject dealt with

The following reports are included in the report which are classified on the basis of the nature of the subject dealt with.

1. Problem Solving Report

A problem may arise in any one of the department or in the whole organization. Hence, the top management may seek a report for **solving the problem**. When, the reporter collects various information to find the causes for such problem. Moreover, the report is concluded with the ways

of solving the problem. Such type of report is called Problem Solving Report.

2. Fact Finding Report

A machine may be breakdown in the factory premises. Sometimes, there may be a rivalry between the two group of workers. Now, the management wants to know the real reason for machine break down and group clash between the workers. In this case, the reporter analyze the incident through detailed investigation and find the truth. Finally, the reporter presents the facts in the report form before the top management.

3. Performance Report

The business organization wants to know the performance of each department periodically or performance of a branch or performance of newly appointed employee or performance of existing employees for promotion, transfer and the like. The management is not in a position to take a decision without knowing the performance. Hence, a reporter is asked to prepare the performance report for anyone of the reasons mentioned above.

4. Technical Report

There is a lot of changes made in the technology. Whenever a company is going to introduce mechanical process instead of manual process, the level of technology required assessed. Sometimes a design may be changed in the existing product, if so, latest technology should be adopted. In this case, a detailed report is essential to top management for taking a decision. Such type of report is called Technical Report.

Lesiker& Petit: A business report is an orderly and objective communication of factual information that serves some purpose. A report is, therefore, a formal communication written for a specific purpose; it includes a description of procedures followed for collection and analysis of data, their significance, the conclusions drawn from them and recommendations, if required.

4.4. PURPOSE OF BUSINESS REPORTS

- To present a record of accomplished work/experiment/research findings/technical specifications.
- To document schedules/timetables, milestones/current status/complex information for future reference (a report on policies and procedures)
- To present information either to a large number of people or organized information on a particular topic (project report, committee reports)
- To recommend actions that can be considered in solving certain problems.

4.5. QUALITIES OF A GOOD BUSINESS REPORT

- **Comprehensive:** A good report should be complete in every respect. All relevant areas of discussion and facts should be included; a detailed discussion should not be evaded if important problems are being investigated.
- **Conciseness and brevity:** At the same time a report should be brief and concise. Although everything significant should be included, care should be taken to ensure that the final draft

is precise and terse.

- **Factual details and objectivity:** The emphasis should be on facts, not perception or fiction. Facts and figures should be presented in an accurate manner as these play an important role in fulfilling the purpose of the report. Inaccurate facts may lead to disastrous decisions.
- **Readability:** A good report is always reader-oriented. While drafting a report, it is necessary to keep in mind the readers who are going to use it. A report meant for a layman will be different from one meant for technical experts. In any case, a report must be clear and unambiguous. It should avoid decorative and poetic language. Facts must be properly arranged to give a clear picture. It should be edited for grammatical accuracy.
- **Special format:** Formatting techniques provide useful signposts for the reader, especially in technical and project reports. Sections that have headings and paragraph titles help the reader navigate through the report. There are set standards of formatting with rules for the cover page, table of contents, list of illustrations and appendices, which lend uniformity to all book reports.

4.6. INTRODUCTION TO BUSINESS PRESENTATION

A presentation is a live mode of sharing information with a selected audience. It is a form of oral communication in which a person shares factual information with a particular audience. We can define a presentation as an oral activity using visual electronic aids (such as LCD projectors) to discuss new ideas and information with a specific audience in an impressive and convincing manner.

Though we most often think of presentations in a business meeting context, there are countless occasions when that is not the case. An artist demonstrates decorative painting techniques to a group of interior designers; a horticulturist shows garden club members or homeowners how they might use native plants in the suburban landscape; a police officer addresses a neighborhood association about initiating a safety program; a homeowner presents a proposal for an addition to his home requiring a variance to the municipal authority; and a self-help expert presents a video about how "you too can become a millionaire."

4.7. STEPS IN BUSINESS PRESENTATION

Regardless of the variables in the situation, the techniques required for an effective presentation are essentially the same. You will need to plan what you will say, establish credibility, deliver the message, and obtain feedback.

Planning

Planning depends on the complexity of the subject and the formality of the situation. Complex subjects require more planning than simple ones, and formal situations give you less margin for error than informal situations. Planning means thinking before you speak. Adequate planning includes the following steps:

1. **Know Your Subject.** People are usually asked to speak about things they know. Other than impromptu speeches, however, presentations will require at least some specific preparation to adapt material to the audience and occasion and to ensure that the most important points are covered in a logical order. Being thoroughly familiar with your subject and what you intend to say about it is the best antidote for *presentation jitters* and the best guarantee for a successful presentation.
2. **Be Positive.** There may be times you have no choice but to deliver bad news, people tend to associate those who present negative messages with the bad news. For this reason, when

possible, avoid saying negative things about people, organizations, or ideas presented by others. Another reason to focus on the positive is that people process positive language more quickly and easily than they do negative language.

3. **Rehearse.** How much time you should spend rehearsing what you want to say depends on the importance of and complexity of the situation. Some complex situations may require months of research, preparation, and rehearsing. Rehearsing can be tricky, however. You should rehearse enough to be familiar and comfortable with your message, but not so much that your delivery is stiff and tired.
4. **Be clear, truthful, and interesting.** You can't be perfect; nobody is. You cannot prepare for every contingency; and you cannot know everything about your subject, the circumstances, or the audience. You do, however, owe it to your audience to present what you do know in a clear, truthful, and interesting way, and that's all they will expect.

Establishing Credibility

Your credibility as a message source will have an important influence on the reception the audience gives your message. You can establish *long-term credibility* only by becoming a recognized expert in a given area. Once you have established yourself as an authority, you carry this credibility with you into new situations calling for your expertise. Long-term credibility in one area has a *halo effect* or *carry-over credibility* that increases the perception of your credibility in other areas as well.

Delivering the Message

In addition to the structure and content of your message, the way you deliver it will also have an influence on its reception. Whatever the size of your audience, the skills you need to make an effective presentation are essentially the same as the conversational skills you have been using all your life. Anything that makes your communication effective in one-on-one situations will also make it effective with larger groups.

Unfortunately, the larger the size of the audience, the easier it is to forget the basic conversational skills. Most people find large audiences at least a little intimidating. The fundamental rules for delivering a message to a group are the following:

1. **Relax.** One of the things effective presenters have in common is that they are relaxed and comfortable while speaking to a group. Use natural gestures and movements, but avoid pacing and other rhythmic movements and nervous mannerisms.
2. **Involve everyone.** Whatever the size of the group, take a moment before you begin to speak to establish eye contact with as many people as possible. To "pull" the audience in to you, glance at those seated on the left side of the room, then look at those seated across the back of the room, and then move your gaze back toward the front of the room, looking at those seated on the right. Make sure that everyone can hear you.
3. **Be enthusiastic.** If you are interested in and enthusiastic about your subject, you increase the level of interest and enthusiasm in your audience. Your voice and your physiology should indicate your level of enthusiasm. If you say, for example, that you are "glad to be here," your voice and your body should **show** that you truly are glad. If you look depressed and speak in a small, shaky voice, your audience will believe your appearance rather than your words.
4. **Stick to the subject.** Entertainment material is useful only if it helps you convey your message. Jokes, stories, and other material inserted for entertainment purposes must be related to your message closely enough to ensure that the audience can see the connection. Remember that you have a purpose in speaking and that your principal objective is to accomplish that purpose.

Obtaining Feedback

You need to obtain feedback from your audience for two distinct reasons. First, you need feedback to make sure that your audience is hearing and understanding your message. Second, you need feedback to help you do a better job on your next presentation.

- **Use eye contact.** The only way to know how the members of your audience are responding to you is to look at them.
- **Invite questions.** Let your audience know in advance whether you prefer to receive questions at the end of the presentation or as you go along. In general, questions are best asked when they occur so that they can be related to the topic being discussed.

To obtain feedback for the second objective of doing a better job with your next presentation, do the following:

- **Analyze the audience's questions.** Keep track of the questions the members of your audience ask, and then revise your presentation to ensure that you provide better coverage of the topics they asked about during your next presentation.
- **Invite evaluation.** When it's appropriate for you to do so, request an evaluation of your presentation by your supervisor or a trusted colleague. In sales situations, you can often ask for and receive feedback from one or more of the people to whom you presented *after* they have made the decision about whether to buy from you.

4.8. TECHNIQUES OF BUSINESS PRESENTATION

We have condensed all of the presentation techniques down to the most effective. Here are the Top 10 effective presentation techniques.

1. Use visual aids:

Using pictures in your presentations instead of words can double the chances of meeting your objectives.

2. Keep it short and sweet:

There is an old adage that said – “No one ever complained of a presentation being too short.” Nothing kills a presentation more than going on too long.

There are some college professors who will penalise a short presentation (most lecturers see no problem in droning on) , but for most people a shorter presentation is better. Keep your presentation to under 22 minutes if you can.

3. Use the rule of three

A simple technique is that people tend to only remember three things. Work out what the three messages that you want your audience to take away and structure your presentation around them. Use a maximum of three points on a slide.

4. Rehearse

Practice makes for perfect performance. Many experts say that rehearsal is the biggest single thing that you can do to improve your performance. Perform your presentation out loud at least four times. One of these should be in front of a real scary audience, Family, friends or colleagues. Even the dog is better than nothing.

5. Tell stories

All presentations are a type of theatre. Tell stories and anecdotes to help illustrate points. It all helps to make your presentation more effective and memorable.

6. Lose the bullet points – don't put your speaker notes up on the screen

Bullet points are the kiss of death for most presentations. Most people use bullet points as a form of speaker notes. To make your presentation more effective put your speaker notes in your notes and not up on the screen.

7. Video yourself

Set up a video camera and video yourself presenting. You will see all sorts of mistakes that you are making, from how you are standing, if you are jangling keys, to how well your presentation is structured.

8. Know what slide is coming next

You should always know when presenting which slide is coming up next. It sounds very powerful when you say "On the next slide [Click] you will see...", rather than a period of confusion when the next slide appears.

9. Have a back-up plan

Murphy's law normally applies during a presentation. Technology not working, power cuts, projector blowing a bulb, spilling coffee on your front, not enough power leads, no loudspeakers, presentation displays strangely on the laptop – all of these are things that have happened in presentations that I have given.

Have a back-up plan. Take with you the following items – a printed out set of slides – (you can hold these up to the audience if you need to), a CD or data stick of your presentation, a laptop with your slides on it. Just in case it goes wrong.

Guess what? When you have back-ups – you seldom need to use them.

10. Check out the presentation room

Arrive early and check out the presentation room. If you can make sure that you see your slides loaded onto the PC and working on the screen. Work out where you will need to stand.

4.9. TYPES OF BUSINESS PRESENTATION

Presentations come in nearly as many forms as there are life situations. In the business world, there are sales presentations, informational and motivational presentations, first encounters, interviews, briefings, status reports, image-building "dog and pony shows," and, of course, the inevitable training sessions.

The following is an overview of several common types of presentations and their purpose. Each presentation type requires a specific organization technique to assure they are understood and remembered by the audience. The suggested organizational structure is also provided.

I. Informative

Scott Ober, of Ball State University, the author of *Contemporary Business Communications*, divides informative presentations into two distinct categories--reporting and explaining. He says that the reporting presentation brings the audience up to date on projects or events, telling how things are going. These situations might include shareholders meetings, executive briefings, or oral sales reports. The explanatory presentation provides information about products and procedures, rules and regulations, operations, and other nitty-gritty data. Informational presentations include talks, seminars, proposals, workshops, conferences, and meetings the presenter or presenters share their expertise, and information is exchanged. In a business format, it might be a supervisor

explaining new forms, products, regulations, or filing procedures to employees. During the sales process, the sales person may provide information on the product or service to a prospective customer. In a retail situation, newly hired sales clerks may attend a presentation on selling techniques or loss prevention. And in an educational setting, an informative presentation may report on changes in the reading curriculum.

Keep an informative presentation brief and to the point. Stick to the facts and avoid complicated information. Choose one of the following organizational structures for an informative presentation:

- Time- Explains when things should happen. Works best with visual people or people who can see the overall organization or sequence of events. Use words like "first," "second," "third," to list order
- Place- Explains where things should happen. Works best with people who understand the group or area you are talking about. Use words like "Region 1, 2, 3, or 4" to explain order
- Cause and Effect- Explains how things should happen. Works best with people who understand the relationship between events. Use phrases like "Because of __, we now have to _____"
- Logical Order- simply list items in their order of importance. Works best with people who are accustomed to breaking down complex data into components in order to digest the material

II. Instructional

Our purpose in an instructional presentation is to give specific directions or orders. Your presentation will probably be a bit longer, because it has to cover your topic thoroughly. In an instructional presentation, your listeners should come away with new knowledge or anew skill.

- Explain why the information or skill is valuable to the audience
- Explain the learning objectives of the instructional program
- Demonstrate the process if it involves something in which the audience will later participate using the following method
- Demonstrate it first without comment
- Demonstrate it again with a brief explanation
- Demonstrate it a third time, step-by-step, with an explanation
- Have the participants practice the skill
- Provide participants the opportunity to ask questions, give, and receive feedback from you and their peers

- Connect the learning to actual use
- Have participants verbally state how they will use it

III. Arousing

Our purpose in an arousing presentation is to make people think about a certain problem or situation. You want to arouse the audience's emotions and intellect so that they will be receptive to your point of view. Use vivid language in an arousing presentation -- project sincerity and enthusiasm.

- Gain attention with a story that illustrates (and sometimes exaggerates) the problem
- Show the need to solve the problem and illustrate it with an example that is general or commonplace
- Describe your solution for a satisfactory resolution to the problem

- Compare/contrast the two worlds with the problem solved and unsolved
- Call the audience to action to help solve the problem
- Give the audience a directive that is clear, easy, and immediate

IV. Persuasive

Our purpose in a persuasive presentation is to convince your listeners to accept your proposal. A convincing, persuasive presentation offers a solution to a controversy, dispute, or problem. To succeed with a persuasive presentation, you must present sufficient logic, evidence, and emotion to sway the audience to your viewpoint.

- Create a great introduction because a persuasive presentation introduction must accomplish the following:
- Seize the audience's attention
- Disclose the problem or needs that your product or service will satisfy
- Tantalize the audience by describing the advantages of solving the problem or need
- Create a desire for the audience to agree with you by describing exactly how your product or service will fill their real needs
- Close your persuasive presentation with a call to action
- Ask for the order
- Ask for the decision that you want to be made
- Ask for the course of action that you want to be followed

V. Decision-making

Our purpose in a decision-making presentation is to move your audience to take your suggested action. A decision-making presentation presents ideas, suggestions, and arguments strongly

enough to persuade an audience to carry out your requests. In a decision-making presentation, you must tell the audience what to do and how to do it. You should also let them know what will happen if they don't do what you ask.

- Gain attention with a story that illustrates the problem
- Show the need to solve the problem and illustrate it with an example that is general or commonplace
- Describe your solution to bring a satisfactory resolution to the problem
- Compare/contrast the two worlds with the problem solved and unsolved
- Call the audience to action to help solve the problem and give them a way to be part of the solution

VI. Goodwill Presentations

We've all seen this kind of presentation. Schools, soccer teams, and country clubs have awards banquets to recognize the top competitors. Companies honour retirees with a dinner. At special ceremonies, outgoing presidents of civic and charitable organizations are given plaques for their years of service. Departments, units, or teams within a business organization are often rewarded for their success at meetings at which their work is show cased. Each of these events usually includes some kind of presentation, most often in the form of a speech and sometimes with a slide show, video, or multimedia event.

Goodwill presentations, which often take the form of after-dinner speeches, are often designed to be entertaining--for example, by sharing video highlights of the football or tennis season or anecdotes from the president's ten years at the helm; by recounting the town's recreational program from its early years to the present; or by "roasting" the top sales person. Sometimes they are ceremonial--for example, when inducting a new officer, dedicating a memorial plaque, presenting an award, or delivering a eulogy.

Purpose of goodwill presentation is to build goodwill, to make people feel good about themselves, and to build respect for the organization and/or the product, as well as for peers, colleagues, and superiors.

VII. Multipurpose Presentations: Presentations usually have more than one purpose. A presentation to employees may be announced as an informative session on new regulations, but in fact may also be an all out effort to persuade workers to buy into the new rules.

4.10. SUMMARY

In business preparing reports are common for different types of requirements. A report conveys the status of a particular business condition and it helps in taking business decisions. Top management totally based on the reports send by the functionaries. Business presentations are needed much for transferring different types of information from top management to the lower level employees.

4.11. TECHNICAL TERMS

Business Report : A business report is a collection of data and analyses that helps make relevant information easily accessible to a company. There are many different types of business reports, but this guide will show you the basic outline.

Business Presentation: A business presentation is a purpose-led summary of key information about your company's plans, products, or practices, designed for either internal or external audiences. Project proposals, HR policy presentations, investors briefings are among the few common types of presentations.

Project proposals: A project proposal is a written document outlining everything stakeholders should know about a project, including the timeline, budget, objectives, and goals. Your project proposal should summarize your project details and sell your idea so stakeholders buy in to the initiative

Report Writing : Report writing is a formal style of writing elaborately on a topic. The tone of a report is always formal. The audience it is meant for is always thought out section. For example – report writing about a school event, report writing about a business case, etc.

4.12. SELF ASSESSMENT QUESTIONS

1. Explain the components of a business report?
2. What are the qualities of good business report?
3. Discuss the structure of a business report?
4. What are the different types of business presentations? Explain?
5. How to make an effective presentation? Explain?
6. What is the significance of the business presentation?

4.13. SUGGESTED READINGS

1. SathyaSwaroopDebasish, Bhagaban Das|| —*Business Communication*||, PHI Private Limited, New Delhi, 2009.
2. R.K.Madhukar: —*Business Communication*||, Vikas Publishing House, New Delhi, 2012.
3. Sangita Mehta, NeetyKaushish: —*Business Communication*||, University Science Press, New Delhi, 2010.

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LESSION 5

FILING & PROCESSING BUSINESS COMMUNICATION

Aims and Objectives

After studying this lesson you should be able to:

- Know the types & formats of Business Communication
- Understand the business vocabulary & idioms
- Operate various levels of Communication in an Organisation

Structure

5.1. Introduction to Communication Media

5.2. Verbal Communication

5.3. Written Communication

5.4. Non Verbal Communication

5.5. Business Communication

5.6. Components of Business Letter

5.7. Essentials of Business Letter

5.8. Formats of Business Communication

5.9. Summary

5.10. Technical Terms

5.11. Self Assessment Questions

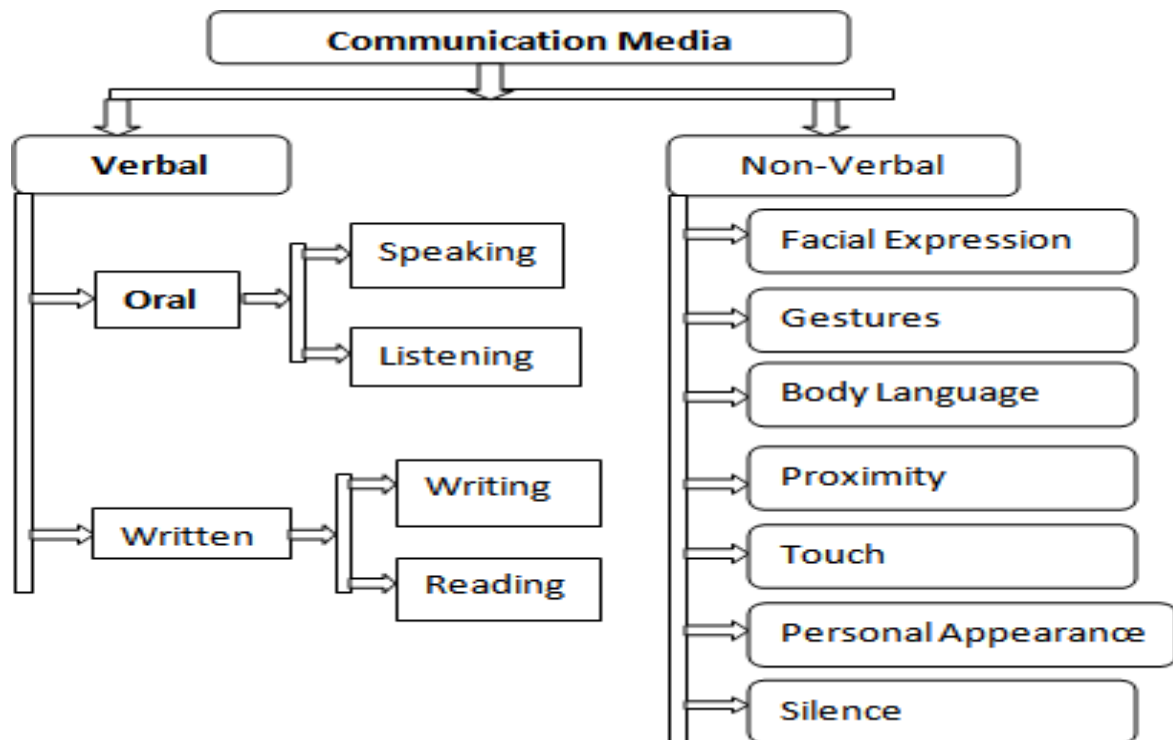
5.12. Suggested Readings

5.1.INTRODUCTION TO COMMUNICATION MEDIA

Channel is the means or ways of transmitting the messages from sender to the receiver. The media of oral communication are face to face conversation, telephone or mobile, conference, meetings etc. The media of written communication are newspaper, letter, report, memo, mail etc.

According to Defleur and Dennis, "A medium is a device for moving information through time or space."

So, Media or channel of communications is the means or ways that are used to transitioning the messages or information from the sender to the receiver.



5.2. VERBAL COMMUNICATION

Verbal communication is the expression or exchanged of information or messages through written or oral words. Forms of verbal communication are as follows:

- 5.2.1. Oral communication: Oral communication is the process of communication in which messages or information is exchanged or communicated within sender and receiver through the word of mouth. It can be divided into two ways: a. Speaking b. Listening.
- 5.2.2. Written communication: Written communication is the process of communication in which messages or information is exchanged or communicated within sender and receiver through written form. It can be divided into two ways: a. Writing b. Reading.

(B) Nonverbal communication: nonverbal communication is the expression or exchanged of information or messages through without using any spoken or written word. Some of the forms of non-verbal communications are as follows:

1. Facial expression
2. Gestures
3. Body language
4. Proximity
5. Touch
6. Appearance
7. Silence
8. Paralinguistic
9. Eye Gaze or eye contact etc.

According to Bovee and others: Verbal communication is the expression of information through language which is composed of words and grammar.”

According to Penrose and others, “Verbal communication consists of sharing thoughts through the meaning of words.”

So, verbal communication is the process of exchanged of information or message between two or

more persons through written or oral words.

5.3. ORAL COMMUNICATION

The channels or methods of oral communication may be classified broadly in two categories non mechanical channels and mechanical channels which are described below:

A. Non mechanical channels

- **Conversation:** conversation means the informal discussion among the people. When one person discusses his views, opinion to another person and exchanges their views in the presence of both then it is called face to face conversation. It also includes the face-to-face discussion on a particular issue. In this method both the information receiver and sender can exchange their views freely and fairly.
- **Interview:** It suggests a meeting between two or more persons for the purpose of getting a view of each other or for knowing each other. When we normally think of an interview, we think a situation in which an employer tries to size up an applicant for a job. The employer's aim is to know whether the applicant can be fit for service to this organization and the applicant's aim is to find whether the job being offered by the organization can be suitable to him. Its first, the speaker asks questions to the listener and then the listener answers the question. There are three major techniques of interview. They are as follows:
 - Direct questioning
 - Non-directive interview and
 - Guided interview
- **Does speech:** Speech means what the speaker says in front of the audience. It is fully audience-oriented system. Generally the political leaders, the managers, the business man or the workers' leaders use this system sometimes. It can build tension or it can relax tension. This system is practiced in public gathering at company meetings, inauguration and seminars etc. In needs to considerable skills otherwise it is not effective.
- **Group discussion:** Group discussion is a popular method of oral communication. Management arranges group discussion to take a decision on a special matter. Group discussion is very helpful to human relation, idea getting an idea development and training.
- **Formal training courses:** Effective communication can be performed through formal training courses. It is a wide used technique of oral communication. Both the trainer and the trainee can exchange their views directly.
- **Meeting:** Meeting means the formal group discussion about a specific predetermined topic or subject. Meeting members to get together and discuss about a problem or issue or a special matter. There are several types of meeting such as –
 - Security meeting
 - Minutes meeting
 - Social meeting
 - General meeting itself
- **Counseling:** Counseling is an effective medium of oral communication. Generally it held yearly or bi-yearly. It is adopted by the higher authority for their followers.
- **Committee:** Committee is an organization. The committee meeting is a popular

technique of oral communication. Special decision is taken through face to face discussion of a committee meeting.

- Special prize-giving ceremony: Sometimes the businessmen can meet with others arranging a special prize giving ceremony for the workers. In this ceremony the businessmen can exchange their views and ideas orally.
- Conference: Conference is a kind of meeting at which participants exchange views and talk together. A conference may be held to exchange views on some problem being faced by the organization or some other issue related to it and it may even suggest a solution but the suggestions from a conference are not binding. They are more in the nature of the recommendation.
- Lectures: Lecture is used to create an understanding of a topic or to influence behavior, attitudes of the trainee through spoken words. The lecture is telling someone about something. The method is an effective way to introduce new information or concepts to a group of learners who gathered at one place. A lecture is given to enhance the knowledge of the listener or to give him the theoretical aspect of a topic.
- Informal communication: Informal communication is another technique to exchange information orally. It can be occurred in the playground, tea table etc. In those situations both the boss and subordinate can exchange their views informally.
- Others: Invitation to a lunch, Brainstorming, Advisory board, Inspection of factory and office.

5.3.1. MECHANICAL CHANNELS

Telephone: Telephone set is an instrument that converts voice and other sound signals into a form that can be transmitted to remote locations and that receives and reconverts waves into the waves into sound signals. The telephone plays a vital role in communication when the two persons stay in different places they communicate with each other by telephone. Their exchange information and their views and immediate feedback are possible under this system. Now-a-days we can see that every organization is using the telephone to exchange the information and views orally.

5.3.1.1. Mobile or cell phone: A mobile phone (also known as a cellular phone, cell phone and a handphone) is a portable telephone that connects to the telephone network over the radio wave transmission. It connects to a wireless communications network through radio wave or satellite transmissions.

5.3.1.2. Radio: Radio is the indirect media of oral communication. It is a one-way communication system. The receiver can only hear the message from the sender. The receiver cannot reply.

5.3.1.3. Television: Television is also the indirect media of oral communication. It is a one-way communication system. Here, receiver can see the messages and side by side see the sender. The receiver cannot reply.

5.3.1.4. Video conference: Video conference is a kind of teleconferencing communication where people staying in different corner or locations and participate in a face-to-face group meeting or group discussion through the help of electronic video camera technology.

5.3.1.5. Teleconferencing: Teleconferencing is a kind of communication where people staying in different corner or locations and participate in group meetings or group discussion through electronic telephone technology.

5.4. WRITTEN COMMUNICATION

Another important category of verbal communication is written communication. In the case of written communication, every message is in black and white. It is the best method when communicator and the recipient are beyond oral communication media. The executives in all organisations can maintain effective inter-departmental connection through messages by written words. The process of communication involves sending message by written words. Written communication has mostly and primarily been used as a medium to pass information and ideas upwards, downwards, communicating with people outside, reviewing and interpreting and to motivate and activate work.

Written communication covers all kinds of subject matter like notices, memos, deeds, resolutions, suits, complaints, affidavits, pleading, conveyancing, reports, financial statements, appointments, promotions, cost sheets etc., Written communication involves any type of message that makes use of the written word. Written communication is the most important and the most effective of any mode of business communication.

OBJECTIVES

The objective of preserving written communication is to provide necessary information readily and without any delay and when it is needed.

1. Future reference: the limitation of human mind and poor memory cannot be overloaded.

Advantages and Disadvantages of Written Communication
Some advantages of written communication are: o need for personal contact - you can tell an employee he or she has to work overtime through an email instead of face-to-face.

- Saves money - you can send an email instead of calling long distance.

- Written proof - provides written proof in case of a dispute.

Some disadvantages of written communication are:

- Delay in communication - it may take a while to get to the intended recipient.
- Lack of secrecy - once it's on paper, anyone can read it.
- Costly - if the sender and receiver are sitting next to each other, you still have to spend money on paper or Internet service.

Technical Writing Objectives

Technical Writing deals with writing that occurs on the job and allows readers to take actions. In that context Technical Writing focuses on critical thinking, rhetorical analysis, effective writing and effective document design. The objective is as follows:

1. To develop business writing ability by acquiring skills in objective or non-personal writing.
2. To develop these learned skills by practice and review of the written work of other students.
3. To strengthen your understanding and ability to apply communications strategies.
4. To learn to organize and deliver communications according to the nature of the material and the identified audience need.
5. To gain knowledge of international and intercultural barriers to business communications.
6. To examine the issues of technology that impact business communications, including design strategies, on-line network resources, and presentations.

Characteristics of Technical Writing Technical writing is different from usual writing. People often confuse technical writing with essay and creative writing. However, these are totally different styles of writing. Use of flowery words, double meaning hints and explaining the same thing in a different way is often found in essays. On the other hand, technical write ups are precise and

essentially focus on the subject, which is explained in the most convincing manner. Yet the data is concise and the language used is straightforward.

Nowadays, technical writing is used in diverse fields including robotics, chemistry, software and others. An educational textbook on subjects like physics or biology is also a form of technical writing. In order to become a successful technical writer, one must know the characteristics of technical writing.

Characteristics

Clarity It is essential that the technical writer understands the reader's background and needs. Making the documentation too technical can confuse the reader. The document is meaningless if the intended audience does not understand what the writer wants to communicate. Writers who are well aware of their audiences are in a position to give a solution to their problems. The profession of technical writing demands simplicity of language and clarity of expression. One must avoid unnecessary words that may put the readers in a quandary. The written document must be clear and concise so that the text becomes easier to grasp and understand. Descriptiveness Electronic products such as digital cameras or Computers often come with manuals that tell how to operate it. As the customers may come from a non-technical background, care must be taken that the manual is not difficult to understand. Certain key concepts to operate the product must be explained as easily as possible for the targeted readers. If you use pure jargon, the customer will possibly never know what you want to say. Explaining the product in layman's terms is absolutely necessary. Good technical writing conveys ideas in the most effective manner. A well-written technical document always contains answers to anticipated problems in the product or application. This aspect of technical writing is commonly seen in articles that are related to troubleshooting a particular software or product.

Accuracy: Accuracy is an important characteristic of any technical document. A slight mistake can have grave consequences. For instance, if you forget to mention some important features of a new mobile phone, the customers may think that there is nothing special in that phone and will not prefer to buy it. Effective communication requires quality content and language that is accurate and readable. Technical writing does not mean that you translate information unquestioningly. In this profession, one must know for whom the document is being written and whether it is accurate.

Correctness The grammatical structure of your technical document should be correct and free from any kind of ambiguities. The intended meaning will not be communicated to the reader if the document has ambiguous sentences. The reader is sure to get annoyed, if your document is replete with misspellings and incorrect construction of sentences. Hence, apart from providing correct technical information, ensure that the data is grammatically correct.

Format The way you present your technical data is also very important from the user's point of view. For instance, suppose you have explained complex technical data in the most simple manner, yet it won't hold the attention of the user if it is presented as one big paragraph. The point is, you should be creative when it comes to formatting your technical data. Your technical data must be divided into sub heads. If it is an instruction manual, then instead of sub heading go for bulleted format. However, if the sequence of instructions holds priority, one should go for numbered list.

Techniques of Good Technical Writing A good starting point is to look at six principles of technical writing. Reviewing these basics can provide a great platform from which we can launch forays into specific areas of interest and documentation.

Use Good Grammar: Your readers expect technical documents to be written in standard English. Certain grammatical errors can actually cause your reader to misinterpret the information. However, because technical documents must be precise and accurate, readers expect documents to be professional, polished, and flawless. One grammatical rule to adhere to is subject-verb agreement. Note the choice of verbs below: One employee is absent. Two employees are absent. This subject-verb agreement is easy to make because in each sentence, the subject is obvious.

Writing Concisely: In technical writing, clarity and brevity is your goal. Why take 32 words to express what could be stated in 14 or 15? The dictates of effective technical writing suggest that the average length for a sentence is 15-20 words. How do you achieve clarity and conciseness? One of the best ways is to look for multiword phrases that can be replaced by one or two words. Similarly, when you streamline sentences, your readers don't have to wade through extra verbiage. How would you streamline the sentence below? "To obtain maximum performance from your computer, you should endeavor to follow the maintenance program furnished in the manual accompanying your computer." Answer: To enhance your computer's performance, follow the manual's maintenance program.

Using the Active Voice: Imperative sentences, or command sentences, are written in the active voice. The active voice is more natural to people when they speak, but technical writers often turn

to the passive voice when writing technical documents. One of the main reasons you should use the active voice rather than the passive in technical writing is the active voice more closely resembles the way people remember and process information. Compare the following sentences: Staff hours are calculated by the manager on the actual work load. The manager calculates staff hours on the actual work load. In the active voice sentence, the subject acts. In the passive voice sentence, something is done to the subject. Another reason to avoid the passive voice sentence is you run the risk of omitting the doer of the action. Note the absence of the "doer" in the following sentence:

Using Positive Statements Technical writers should word instructions as positive statements. Whenever possible, phrase commands in a positive manner. Compare the following: Negative: Do not close the valve. Positive: Leave the valve open. Telling your readers what NOT to do is a negative statement. It is also abstract rather than concrete. Your readers have to take time to think about what is true (positive) so they can determine what is NOT true (negative). One exception to this rule is when a negative statement is clearer than a positive one. Keep in mind studies show it is almost 50% harder for your readers to understand the meaning when you use negatives.

Avoiding Long Sentences: Short sentences are easier to understand than long sentences. For this reason, it is best to write your technical documents in short sentences. If you are asking your readers to perform several actions, begin the step with an active verb. This highlights the action itself.

Using Standard Punctuation: Your readers expect standard punctuation when they read your documents. Complicated or "creative" punctuation will confuse them. One suggestion is to select syntax that minimizes the need for punctuation. You may wish to divide compound or complex sentences into shorter sentences to avoid excessive or confusing punctuation. One example of this is deciding where to place your commas, full stops, colons, and semicolons when using quotation marks. Commas and full stops always go inside the closing quotation

mark.

Examples: We are "struggling young artists," but we hope to become successful. Most corporations adopt the belief, "the customer is always right." On the other hand, semicolons and colons are always placed outside the quotation marks. Examples: These actors can deliver "box office hits": Shahrukh Khan, Ranbir Kapoor, Amir Khan. Look in the manual under "text messaging"; the directions are very clear.

5.5. NON VERBAL COMMUNICATION

Meaning of non-verbal communication: When messages or information is exchanged or communicated without using any spoken or written word is known as nonverbal communication. Non-verbal communication (NVC) is usually understood as the process of communication through sending and receiving wordless messages.

Non-verbal communication is a powerful arsenal in the face-to-face communication encounters, expressed consciously in the presence of others and perceived either consciously or unconsciously. Much of non-verbal communication is unintentional people are not even aware that they are sending messages. Non-verbal communication takes place through gestures, facial expressions, eye contact, physical proximity, touching etc. some important definitions of non-verbal communication are as follows:

So, non-verbal communication is the exchanged of information or message between two or more persons through gestures, facial expressions eye contact, proximity, touching etc. and without using any spoken or written word.

Characteristics of non-verbal communication

Non-verbal communication is any information that is communicated without using words. The important characteristics of non-verbal communication are as follows:

- No use of words: Non-verbal communication is a communication without words or language like oral or written communication. It uses gestures, facial expressions, eye contact, physical proximity, touching etc. for communicating with others.
- Culturally determined: Non-verbal communication is learnt in childhood, passed on to you by your parents and others with whom you associate. Through this process of growing up in a particular society, you adopt the taints and mannerisms of your cultural group.
- Different meaning: Non-verbal symbols can many meanings. Cross-culture aspects give various meanings to same expression in respect of non-verbal communication.
- Vague and imprecise: Non-verbal communication is quite vague and imprecise. Since in this communication there is no use of words or language which expresses clear meaning to the receiver.
- May conflict with verbal message: Non-verbal communication is so deeply rooted, so unconscious, that you can express a verbal message and then directly contradict it with a nonverbal message.
- Largely unconscious: Non-verbal communication is unconscious in the sense that it is usually not planned nor rehearsed. It comes almost instantaneously.
- Shows feelings and attitudes: Facial expressions, gestures, body movements, the way you use your eyes – all communicate your feelings and emotions to others.
- Informality: Nonverbal communication does not follow any rules, formality or structure like other communication. Most of the cases people unconsciously and habitually engaged in non-verbal communication by moving the various parts of the body.

When we talk about the characteristics of effective communication, there are a few mainstay

concepts to know:

- 5.5.1. Clarity
- 5.5.2. Conciseness
- 5.5.3. Correctness
- 5.5.4. Completeness
- 5.5.5. Coherence
- 5.5.6. Consideration
- 5.5.7. Courtesy
- 5.5.8. Concreteness
- 5.5.9. Consistency

1. Clarity: If you're writing is clear, your reader is much more likely to understand and act on your message. Consider this the ultimate characteristic of effective communication. If, on the other hand, your reader has to wade through irrelevant information or unnecessary jargon, they're probably going to struggle to get through your message. Start with a clear communication goal and use concrete, precise language to get your point across.

Exam
ples
Before

"It was agreed upon that company policy be changed to allow employee selection of personal leave days."

This sentence makes the reader work to understand its intent. Instead of using easy-to-read language, the message is diluted with jargon.

After

2. Conciseness: As George Orwell wrote in his essay "Politics and the English Language," if it is possible to cut a word out, always cut it out. Your goal is to communicate your message as quickly and directly as possible. By doing this, you'll save your reader time and trouble.

Exam
ple
Before

"We are endeavoring to construct a meticulous proposal to amplify sales."

This statement is clouded with complex words that add nothing except bloat.

After

"We're creating a plan to increase sales."

3. Correctness: Proper grammar and syntax increase the effectiveness and credibility of your message. Mistakes might affect clarity, create ambiguity, and raise doubts. In addition, the message's information needs to be accurate. Misinformation can derail productivity in the workplace and compound disorganization.

Exam
ple
Before

“Our expenses have increased by 56% this quarter.”

There are spelling errors and typos that change the intended information significantly.

After

“Our expenses have increased by 5–6% this quarter.”

- 4.** Completeness: Effective communication requires the whole picture. Leaving information out can lead to unnecessary guesswork for readers. Comprehensive yet concise messages reduce follow-up questions and prevent delays.

Exa

mple

Befo

re

“When are we meeting?”

There’s no substantial information in this message. It isn’t clear what meeting the sender is referring to or why they’re asking.

After

“When are we meeting with Angie and Ibou to review their marketing campaign?”

This version is direct and expresses intent efficiently.

5.Coherence

Coherent communication is logical. Your points should be relevant to your thesis, and the text’s tone and flow should be smooth. To make your writing coherent, stick to the topic by keeping each point connected with transition words and phrases. Staying organized will prevent any confusion or misunderstandings. If you need to touch on multiple points in a single message, compartmentalize each one.

Exa

mple

Befo

re

“The due date for your project has been extended to next week. Mary’s client wants to discuss some new features. They requested a meeting for Friday.”

The structure of this message is disorganized. “Your project” and “Mary’s client” are two separate topics that may or may not be relevant to each other.

After

“Mary’s client wants to discuss some new features for their product this Friday. This means we’ll be extending due dates for all projects related to their campaign to incorporate the new features.”

6.Consideration

Empathy is a critical pillar of good workplace communication. Before you speak, consider your words and their potential effects on your listener.

Exa

mple

Befo

re

“You did this wrong, and it looks awful. Why can’t you try harder?”

This message is too blunt and implies that the recipient is lazy or careless. The sender doesn’t take into account any other reasons for the perceived underperformance.

After

“I noticed a few mistakes in that last presentation. Let’s talk about how we can help you work on this.”

Being considerate of others is important to good relationships and good communication. Even if a conversation is not directly business related, its consequences can generate an uncomfortable work environment and reduce productivity. Keeping a polite and professional tone of voice is just as important as the accuracy of the content.

7. Courtesy

Being courteous is as much a necessity in a corporate setting as anywhere. Your team is working together to achieve the same goals of success and growth. Inside jokes, insults, or an aggressive tone work against teamwork.

Example
Before

“Your staff ignores our suggestions for this program. Our duties are the most important step. Your team needs to understand this and implement our feedback on the code now.” This message could read as discourteous to its recipient. It’s not likely to motivate them to respond positively.

After

“I understand your team is swamped this week, and deadlines are fast approaching. Our department has made suggestions that we’d like the team to review. Please let us know if they need anything from us so we can meet these deadlines.”

This message is more courteous and professional. When constructive messages that affect productivity are conveyed with respect, team members are more likely to take the initiative and adjust accordingly.

8. Concreteness

A concrete message is tangible, supported by facts for enhanced credibility, and helps your audience better understand what’s being conveyed. It also mitigates the risk of misunderstanding, a common struggle in the workplace. Try to include specific examples or explanations.

Example
Before

“The deadline has been moved forward.”

There are no facts or additional information to support the intent of this message. It’s vague and leaves the receiver guessing with no reason to take action.

After

“The deadline has been moved from this Friday to next Friday because the client needs more time.”

This statement gives the reader specific days along with an explanation to support when and why the deadline is being moved. The additional information can help set things in motion to accommodate this change.

9. Consistency

Following the tips above will ensure that your communication is effective. Once you've improved, however, don't let your quality slip. Your teams and operations are valuable and should always be treated as such. Effective communication depends on a steady and efficient workflow from everyone.

5.6. BUSINESS COMMUNICATION

Business Letters are also called Commercial Letters. Letters form the most important form of business correspondence. There are various kinds of letters following in and out of a business organization. The simple reason is that the organization has to keep in touch with the world outside that comprises its suppliers, customers, government departments, banks, insurance agencies, transporters, job-seekers and so on. Then there are different occasions/contexts for which suitable letters have to be written. The writers of the letters are in different departments of the organization. In a way every letter is a unique piece of communication. As letter – writing is a vast area of communication and it is not so easy to classify letters.

L. Gartside in 'Modern Business Correspondence' classifies business letters as follows:

(a) Information Letters:

- Routine Letters : * Enquiries * Quotations * Orders * Payment Letters
- Special Purpose Letters

(b) Sales Letters: * Offers

(c) Problem Letters : * Complaints * Overdue Accounts

(d) Goodwill Letters: * Greetings * Thanks

This is indeed a nice and widely accepted classification of Commercial letters. But there may arise a situation for which a suitable letter does not fall in any of these categories. For example, application letters and letters to the press do not easily figure in this classification

5.7. ESSENTIALS OF BUSINESS LETTER

A good Commercial letter has to create, nurture and sustain a good business relationship. Before discussing the essentials of a good business letter, it would be desirable to keep in view what such a letter can achieve for business. A good business letter can address the prospect and set the sales pitch. A good business letter can, thus act as your relationship officer. A good business letter can make announcements, share relevant information and keep you in touch with people who matter. In this way a good business letter can be your public relations officer (PRO).

Essential qualities of Good Business Letters:

5.7.1. Clarity

A letter must have clarity. The underlying message should be expressed in clear terms. Care should be taken to avoid ambiguity. The purpose of communication should be made clear. Whether it is to inform, invite, reiterate, emphasize, remind, announce, seek participation or clarity and correct the earlier message, the purpose should clearly be stated.

5.7.2. Impact

The letter should create the necessary impact. Behind every letter there is an objective and the letter should have a clear purpose. Every letter has an intended impact, which must be felt. To create the desired impact, it is often necessary to lay emphasis. Underlining or using a larger

type or font can do it. The right person is the specific person who is the target of the communication, and whose action or response the business considers to be of value. Creating an impact also calls for establishing an appropriate wavelength. The letter writer should write keeping in view the skill, knowledge, status, and comprehension ability of the addressee. Some of the common questions asked for statements made in relation to these attributes are:

- _ Purpose Orientation: What is one trying to convey?
- _ Emphasis: Which of these is really urgent?
- _ Wavelength: It is too elementary or is it an overhead transmission?
- _ Coherence: What is the sequence?³ Relevant Information

The letter should provide the relevant details forming part of the message. The principle of communication that we are referring to here is also known as adequacy or completeness. A communication can be said to be complete only when it contains all the facts and details which the receiver needs to know in order to respond or act on the basis of that communication.

4 Brief

Any good communication either oral or written -should necessarily incorporate this essential feature. Brevity is a very important attribute for any Commercial letter. The receiver does not have unlimited time to spare towards reading and re-reading the letters is certainly limited. On the contrary any Commercial letter is competing with a huge mass of business related and other communication targeted at the receiver waiting to catch attention and time.

Understandably, it would be virtually impossible for anyone to communicate so effectively and yet be so brief. To be brief and yet convey effectively is indeed a very fine art of effective communication.

5 Simplicity

Simplicity is the hallmark of any good communication. Simplicity refers to the ease of understanding. Simple written is the opposite of complex and involved writing. The art of simple writing is mastered through conscious effort and practice. A letter written in a simple, easy, informal style using easily understood words catches the attention and makes an impact. It takes tremendous insight and skill to express complex matter and complicated issue in a simple form. The normal tendency on the part of the communicator is to resort to complex sentences, clichés, technical jargon and high-sounding words to communicate not - so -simple thoughts and developments, resulting in confusion and bewilderment. Brevity and simplicity are so essential for good communication that many writers refer to it with the acronym KISS -Keep It (the letter) Short and Simple.

6 Timeliness

Business letters, to be effective, should have proper timing. Letter should be written and dispatched on time. Some messages carry a sense of urgency. Letters, which carry such message, should reflect the associated urgency. It is not uncommon to see letters seeking some action by a specified date reaching the receiver after that date. Some not -so -in - common examples of this are:

- _ A communication from a controlling office to a branch stating. "Please send us the statement without fail by 30th September 2005" reaching on 2nd October 2005
- _ A letter from a committee secretariat asking the member to attend the meeting scheduled on the 10th of the month, reaching him that evening¹³
- _ A letter from a departmental store announcing "Clearance sale for 3 days" reaching after the sale

_ A letter for a personal department asking an officer to appear for her promotional interview on 6th October 2005 at the regional office, reaching on 5th October 2005 Apart from negating the purpose of communication, such letters reflect poorly both the organization and the sender of the message.

7 Language

Language is an extremely important facet of business communication. First and foremost, it is necessary to ensure that the language used is appropriate, i.e., the language with which the reader is at ease. Apart from English, Hindi, various regional languages are in common use in business in different parts of the country. When organizations and businesses get global, the choice of appropriate language becomes highly relevant. Having chosen the right language, the next step is to ensure that the phrases, expressions, words, grammar, and spellings are correct. Grammatical errors and spelling mistakes have no place in a good business letter. They create a poor impression on the reader. Every business writer may or may not achieve grammatical perfection.

8 Vocabulary or Word Power

For the language to be effective, an important prerequisite is abundant vocabulary or word power. Words are the very essence of written communication. Words translate thoughts and carry the message through to reader. The world of words is wonderful and fascinating. English language has an enormous stock of words. With new words being added constantly, the stock of useable English words keeps growing. The Oxford Advanced Learner's Dictionary (2000 edition) gives as many as 80000 words and reference covering both British English and American English.

9 Appeal

A good letter should appeal to the reader's sensibilities. It should go beyond the message it conveys and make an overall good impression. It should have elegance, which means taste, beauty, and decency. Mistakes and corrections, striking, overwriting, improper ink flow, unintended gaps and other such deficiencies rob an otherwise good letter of all its elegance.

10 Style

Style refers to the manner of writing. It constitutes the collective characteristics of the writing or impression or way of presenting things. Each person has an individual style. A simple informal, considerate and focused style of writing scores high in building a report with the reader "Developing a certain style of letter writing lends the letter distinctiveness"

Good writing style also implies the proper use of idioms and expressions. An idiom is described as the way ideas are used in a language. It is a form of expression peculiar to a language. There is no room for complacency, and so on. Good writing style carries sincerity. Sincere writing is straightforward and there is no attempt at manipulation. The writer comes through as honest, genuine and frank. The words reflect feelings, concerns and expectations in a forthright manner.

5.8. FORMAT/STYLE OF BUSINESS LETTER

Layout means the design in which the different parts of the letter are placed on the letterhead. The parts are placed in the same order from top to bottom in all forms or styles; the variation is in the indentation and the paragraph styles. Many companies choose their own lay-out. But the differences in lay-out are not as many as the similarities. The differences occur due to the typing/printing conventions, indenting, spacing etc

Indented From

This is the oldest style and is now outdated. In this form, address is in indented style and every paragraph begins three to five spaces away from the left margin. The indentation causes

the letter to look uneven at the left margin. Besides, it takes more time to type because of the indenting. This style is not used today.

Full Block Form

This is the most modern style. There is no indentation from the left margin at all; every line, including the date and complimentary close, begins at the left margin. The address has no punctuation at the end of the line. The salutation and the complimentary close do not have a comma at the end. There is double line space between the parts and between the paragraphs. Typists find this style as the easiest as there is no confusion and no time needed for indentation. This style looks heavy on the left and the right side looks blank. Moreover when this letter is filed, it is difficult to see the signature and date unless the file is completely opened.

Modified Block Form

This style is a modification of the full block form. It eliminates the shortcomings of the full block style by keeping the date and the complimentary close on the right in their usual position. The inside address is in block form. The salutation and the complimentary close are followed by a comma. All the paragraphs begin at the left margin, and there is double space between the paragraphs.

This is the most popular form as it has many of the advantages of the full block form without its disadvantages. Its appearance is streamlined and neat.

Semi -indented Form

This form is also called Semi -block form. It has the inside address in block form but the beginning of every paragraph is indented. The date and the complimentary close are on the right side. The salutation and the complimentary close are followed by a comma as in the traditional style.

NOMA Form

This is the most recent experiment in layout style. It is recommended by National Office Management Association of America (the name NOMA is an acronym). It has been accepted in the UK by the Institute of office management. It has most of the features of Full block form: all lines begin at the left margin and the inside address is in block form.

5.9. SUMMARY

This lesson is presented into eight parts such as: .1. Introduction to Communication Media, .2. Verbal Communication,.3. Written Communication,.4. Non Verbal Communication,.5. Business Communication,.6. Components of Business Letter,.7. Essentials of Business Letter,.8. Formats of Business Communication.

5.10. TECHNICAL TERMS:

Communication Media : Communication media refer to the ways, means or channels of transmitting

the message from sender to the receiver. Communication media indicate the use of verbal or non-verbal language in the process of communication.

Without language, none can communicate. Whenever communication takes

place, media are used there.

Verbal Communication: Verbal communication is the use of words to convey a message. Some forms of verbal communication are written and oral communication.

Examples of Written Communication: Letters, Texting.

Written Communication: A 'Written Communication' means the sending of messages, orders or instructions in writing through letters, circulars, manuals, reports, telegrams,

office memos, bulletins, etc. It is a formal method of communication and is less flexible.

Non Verbal Communication: Nonverbal communication types include facial expressions, gestures,

proxemics

paralinguistics such as loudness or tone of voice, body language, or personal space, eye gaze, haptics (touch), appearance, and artifacts.

Business Letter : A business letter is a formal document often sent from one company to another or from a company to its clients, employees, and stakeholders, for example. Business letters are used for professional correspondence

between

individuals, as well

5.11. SELF ASSESSMENT QUESTIONS

1. What is Communication Media? Explain briefly Communication Media.
2. What is Verbal Communication? Discuss briefly verbal Communication .
3. What is Written Communication? Explain about written Communication .
4. What is the importance of Non Verbal Communication?
5. Define Business Communication. Explain briefly business Communication .
6. What is Business Letter? What are the essential Components of Business Letter?
7. Discuss various Formats of Business Communication.
8. What are the 7 c's of effective business communication?

5.12. SUGGESTED READINGS:

1. SathyaSwaroopDebasish, Bhagaban Das|| —*Business Communication*||, PHI Private Limited, New Delhi, 2009.
2. R.K.Madhukar: —*Business Communication*||, Vikas Publishing House, New Delhi, 2012.
3. Sangita Mehta, NeetyKaushish: —*Business Communication*||, University Science Press, New Delhi, 2010.

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LESSON 6

MINUTES & PRESENTATIONS

Aims and Objectives

After studying this lesson you should be able to:

- Know the types & formats of Business Communication
- Understand the business vocabulary & idioms
- Operate various levels of Communication in an Organisation

Structure

- 6.1. Meeting - Introduction**
- 6.2. Types of Meeting**
- 6.3. Types of Company Meeting**
- 6.4. Business Meeting Formats**
- 6.5. Essential elements of a Meeting**
- 6.6. Agenda – Meaning**
- 6.7. Business Minutes**
- 6.8. Summary**
- 6.9. Technical terms**
- 6.10. Self-assessment questions**
- 6.11. Suggested readings**

6.1. MEETING - INTRODUCTION

Meetings are a primary process for organizational life. In fact, for many people, attending meetings is what they do during most of the time they spend in the organizational setting. So, it is essential that time spent in meetings be productive if we are to achieve effective individual and organizational performance. This paper has been developed to help you think carefully about the meetings you attend and, perhaps, lead.

First, it is important to think in terms of different kinds of meetings with different kinds of participants and different purposes. Different types of meetings call for different arrangements, time schedules, participants, expectations, follow-through, and so forth. Think about the type of meeting you are planning, and adjust your plans accordingly.

6.2. TYPES OF MEETING

1. **Quick business meetings** (just to check-in, coordinate, share information, prepare for next steps, anticipate customer or employee needs, answer questions for each other, etc.)
2. **“Stand-up” meetings** (no more than 10 minutes to plan the day, make announcements, set expectations, assure understanding and alignment, identify upcoming difficulties, etc.)
3. **Business meetings** (with customers, clients, colleagues, etc.; often require presentations.)
4. **Staff meetings** (to clear calendars, coordinate unit activities, share info, etc.)
5. **Management Team meetings** (to solve problems; make decisions, set policy, etc.)
6. **Interdepartmental meetings** (to get input, interpret decisions and policies, share information, etc.)
7. **Coordinating meetings** (to assure all know what’s happening when and who is responsible.)
8. **Board meetings** (to report results, set policies and directions, scan for needed changes, etc.)
9. **Team building meetings** (to communicate together, resolve conflicts, share impressions and feelings, gain alignment and commitment to goals, strengthen relationships, clear out debris from disputes, develop or deepen interpersonal trust, etc.)
10. **Project Team meetings** (to define results, methods, schedules, responsibilities, policies, etc.)
11. **Creative product development meetings** (to define new markets, create new products, etc.)
12. **Community meetings** (to interpret decisions, get input, build relationships, gain trust, etc.)
13. **Conferences and Retreats** (to share information, work through strategies and tactics, involve people, set long-range directions, work in sub-groups as well as in total group, etc.)

6.3. TYPES OF COMPANY MEETINGS

Several types of meetings take place in the business organizations. Especially the company meetings can be shown by following diagram:

1. **Shareholders meeting:** When the meeting is held with the shareholders of the company it is called shareholders meeting.

□ **Statutory meeting:** According to company laws, after getting the letter of commence, the company arranges a meeting after one month of six months. This is the first general meeting of the company and during the life of the company this type of meeting held once. The company gives the circular before 21 days of the meeting. The decisions of the meeting are called statutory decision.

□ **Annual general meeting:** After registration of the company, the company is bound to invites the first general meeting with in eighteen months. Then the general meeting will be held in every year. The differences of the two general meeting cannot be more than fifteen months. The decisions of the meeting are called general decision.

□ **Extra-ordinary general meeting:** If necessary of the company this type of meeting can be held on any time. The director or some shareholders can invite this meeting one tenth of the shareholders may give the requisition to the Board of directors to arrange this type of meeting. After getting the requisition of the board of Directors fail to arrange a meeting with in twenty one days, the shareholder can invite the meeting within three months. The decision taken by the meeting is called special decision.

2. **Directors meeting:** When the meeting is held among the directors of the company it is called

directors meeting. It is classified into two parts. They are:

□ **Board meeting:** According to article of association. The board of directors meeting is called Board Meeting. If nothing about this type of meeting in the article of association, then by Table-A rules of the company law this type of meeting can be held on. According to rules of company law the company is bound to arrange the meeting once in one month and at least four times within a year the Quorum: is filled up by 3/1 rd of the directors present or at least two directors present. Each director is preserved one vote and if any case the directors vote can be divided equally, then the president give the casting vote and take the decision.

□ **Committee meeting:** According to article of association the Board of Directors sometimes make special committee to complete in any special work among some directors of the company. This committee member sometimes meets together for coordinating the work properly. This type of meeting is called committee meeting

3. **Special meeting:** For any special situation, when the meeting is arranged by the company, it is called special meeting. The types of the special meetings are as follows:

□ **Class-meeting:** The Company has different kinds of shares. When the meeting is arranged by any one kind of shareholders it is called class meeting.

□ **Creditors meeting:** The directors or their appointed lower can invite this type of meeting. Moreover this type of meeting may be arranged by the order of the court. If necessary to reconstruct or to dissolve or to any amalgamate the company to preserve the rights of the creditor this type of meeting is invited by their proper authoritative person. The creditors who will be present in the meeting or the presence of three-fourth credit holders of the total credit can take the decision and the court will give the instruction on the basis of this decision and the creditors are bounded to abide by the decision.

Meetings are one of the most common—and useful—form of communication in any team. This is because a meeting can address almost any likely situation, and will fit both formal and informal occasions.

6.4. BUSINESS MEETING FORMATS

One-on-ones: Normally held weekly, these informal meetings between the team leader and each individual team member are ideal for motivating people, catching up on progress, and ensuring that any problems are identified and dealt with promptly.

Full team meeting: These are held regularly (perhaps monthly, or alternatively, every 1 or 2 weeks) so that all team members are updated on each area or task. Team meetings are useful for identifying and addressing gaps or slippage in schedules, and for ensuring that all parts of the “big picture” come together.

Presentations: More formal affairs, presentations are often held to impart messages to key stakeholders—such as the users, project sponsor, or shareholders—to keep them informed and to maintain buy-in.

6.5. ESSENTIAL ELEMENTS OF A MEETING

Every workplace will have staff meetings/team meetings, formal and informal discussions. When a business places a proper value on the time spent by people preparing for and attending meetings, it is quickly seen that they are a very expensive exercise. Have you ever been to one of those meetings where no objectives were met, no actions were agreed upon and generally it was a complete waste of your time? Effective meeting procedures are essential to ensure that the maximum output is gained from a meeting.

Requirement or essentials of a valid meeting or, necessary conditions of a valid meeting:

There must be some requisites in order to validate the meeting. The necessary pre-conditions of a valid meeting are stated below:

1. **Right convening authority:** A valid meeting must be convened by the proper authority otherwise it will lose its validity. Company's secretary is the proper authority to call a formal meeting.
2. **Proper notice:** Duty signed and timely notice must be submitted to members before meeting. The place of meeting, time and date must be stated on the notice.
3. **Proper publicity of agenda:** Every member of the meeting should be properly informed of the agenda. Agenda consists of items to be discussed and decided upon a meeting.
4. **Legal purposes:** Every meeting must have a legal purpose. Any meeting should be properly informed of the agenda.
5. **Requisite quorum:** For valid meeting requisite quorum is necessary. The meeting should not be started until the requisite members of members are present. Quorum means the least number of members to be present in a meeting to get legal validity.
6. **Presence of right persons:** Only legal members can present in the meeting. If there is an unauthorized person in the meeting, the meeting will lose its validity.
7. **Proper presiding officer:** The chairman of a valid meeting must be a proper person.
8. **Conducting meeting according to the agenda:** A valid meeting must be conducted according to the agenda. No decision will get validity, if it is not related to the agenda.

6.6. AGENDA - MEANING

AGENDA Before the meeting starts (sometimes given at the same time as the Notice of Meeting), you need to let all those invited to attend the meeting what it is that's to be discussed and the order that these items will be mentioned in. Known as an Agenda, this lets everyone prepare for the meeting in advance so that they can bring up any important points at the relevant time. A formal agenda should always contain the following information:

1. The word Agenda
2. The name of the organisation, group or person calling the meeting
3. The date and time of the meeting
4. The meeting venue
5. Apologies
6. Minutes of the Last Meeting
7. Matters Arising
8. Your meeting's topics listed one after the other
9. Any Other Business
10. Date and Time of Next Meeting

The first 4 points here make up the header section for the Agenda, so the order of the information may vary - as in the example agenda shown above, where the word 'Agenda' appears after the rest of the header information.

A numbered list should then be given, with 5 of the points fixed as shown in the list above, and any points specific to this particular meeting listed in the middle of them. That is, start with Apologies (who can't attend the meeting), Minutes of the Last Meeting (even for a first meeting - this just becomes 'not relevant') and Matters Arising (points still to be addressed from the previous meeting's minutes).

Next come specific points for this meeting, and then round off with Any Other Business (sometimes abbreviated to AOCB - for Any Other Current Business) where any relevant items not already discussed in the meeting can be mentioned. Finally, the last point on the Agenda should be a note of when the next meeting will be.

Example of an Agenda

Agenda
<p>Area managers quarterly meeting Date: 30/04/2022 Time: 10.00 AM Venue: Board Room</p> <ol style="list-style-type: none"> 1. Apologies 2. Minutes of last Meeting 3. Matters arising 4. Planning 5. Team work 6. Any other issues 7. Date and Time of Next Meeting

6.7. BUSINESS MINUTES

Minutes During the meeting itself, it is important that all points raised are noted so that a summary of the full meeting is recorded. These are the Minutes and they should show what was discussed, more especially what was agreed (or ruled out), and any action points - a note of something that has to be carried out, by whom, and usually with a deadline. Like the Notice of Meeting and Agenda, the Minutes should contain some fixed information and follow a standard layout. The headings in the Minutes should follow those in the Agenda for this meeting, after stating:

1. The name of the meeting
2. Its venue, date and time
3. Who was in attendance
4. Who sent apologies (this one sometimes appears as heading 1)

The Minutes of the Last Meeting and Matters Arising are then used as headings with relevant information recorded against each. All topics listed in the Agenda then follow, before the Minutes

round off with Any Other Business and close with the Date of Next Meeting.

Minutes of the Area managers quarterly meeting
<p>Date: 30/04/2022 Time: 10.00 AM Venue: Board Room</p> <p>In attendance: Sruneesh (Chair), Lakshmi, Ram</p> <p>Action Apologies Apologies were received from Karan</p> <p>Minutes of last Meeting The minutes of the last meeting were distributed, and signed as a true record of it.</p> <p>Matters arising There were no matters arising</p>
<p>Planning Sruneesh explained the importance of planning and asked for any quarries.</p> <p>Any other issues There was no other business issues</p> <p>Date and Time of Next Meeting 15/05/2022 @ 10.00 PM</p>

6.8. SUMMARY

Sharing information is a routine activity in any business organization. Understanding different forms of communication i.e., verbal and non-verbal and utilization of same helps in achieving organizational goals. To communicate internally and externally, the organization should adopt sound formats and systems. Meeting is regularly conducted to share, direct, probe and decision-making purpose. Proper recording of meeting data should be made and it will help in future for the

verification and to take relevant decisions.

6.9. TECHNICAL TERMS

Verbal	: using spoken words rather than written words; orally: The committee verbally OK'd the park renewal plan. by the use of words, rather than by physical means: Pain inflicted verbally can leave deep, invisible scars.
Meetings	: A meeting is when two or more people come together to discuss one or more topics, often in a formal or business setting, but meetings also occur in a ...
Agenda	: An agenda lists the items of business to be taken up during a meeting or session. It may also be called a "calendar". A meeting agenda may be headed with the date, time and location of the meeting, followed by a series of points outlining the order in which the business is to be conducted.
Apologies	:An admission of error or discourtesy accompanied by an expression of regret a public apology. b apologies plural : an expression of regret for not being able to do something I won't be able to attend. Please give them my apologies.
Team work	: Teamwork is the collaborative effort of a group to achieve a common goal or to complete a task in the most effective and efficient way.

6.10. SELF ASSESSMENT QUESTIONS

1. What is Meeting ? Discuss various types of meeting.
2. Explain various Types of Company Meeting.
3. What is business meeting? Explain Business Meeting Formats
4. Discuss Essential elements of a Meeting.
5. What is agenda? Discuss
6. Discuss the importance of minutes in Business meetings?

6.11 SUGGESTED READINGS

- 1.) SathyaSwaroopDebasish, Bhagaban Dasl —*Business Communication*ll, PHIPrivate Limited, New Delhi, 2009.
- 2.) R.K.Madhukar: —*Business Communication*ll, Vikas Publishing House, New Delhi,2012.
- 3.) Sangita Mehta, NeetyKaushish: —*Business Communication*ll, University Science Press, New Delhi, 2010.

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