

BNCM102DET

Business Communication

**B.Com (Hons.)
4 Year Programme
First Semester (English)**

**Centre for Distance and Online Education
Maulana Azad National Urdu University
Hyderabad-32, Telangana-India**

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Message

Maulana Azad National Urdu University (MANUU) was established in 1998 by an Act of the Parliament. It is a central university with NAAC Grade A+. The mandate of the university is: (1) promotion of Urdu language, (2) accessibility and availability of professional and technical education in Urdu medium, (3) providing education through traditional and distance learning mode, and (4) a specific focus on women's education. These are the points that distinguish this central university from all other central universities and give it a unique feature. It has been emphasized even in the National Education Policy 2020 to achieve education in mother tongues and regional languages.

The very objective of promotion of knowledge through Urdu is meant to facilitate the accessibility of contemporary knowledge and disciplines to Urdu knowing community. For a long time, there has been a dearth of course material in Urdu. Urdu University now has a repository of more than 350 books in Urdu and the number is increasing with each semester.

Urdu University considers it a privilege to be part of the national mission of providing material in mother tongue/home language as per the vision of NEP 2020. Further, the Urdu speaking community is no longer at a disadvantage in gaining updated knowledge and information in emerging areas or newer knowledge in existing fields due to non-availability of reading material in Urdu. The availability of content related to the above domains of knowledge has created new awareness of attaining knowledge that could significantly impact the intellectual growth of the Urdu knowing community.

To facilitate the teaching-learning process for the distance and online learners, the Centre for Distance and Online Education (CDOE) of the university ensures the preparation of self-learning material (SLM) in Urdu and the concerned language subjects.

MANUU makes available SLM to the students of Distance and Online Learning free of cost. The same is also available for sale at nominal cost to anyone interested in gaining knowledge through Urdu. To further provide access to learning, eSLM in Urdu/Hindi/English/Arabic is available for free download from the University website.

I am immensely pleased that due to the hard work of the concerned faculty and full cooperation of the writers, the process of publications of books for the FYUG B.A, B.Sc. and B.Com. has begun on a massive scale. To facilitate the students of Distance and Online Learning, the process of preparing and publication of Self Learning Material (SLM) is of paramount importance to the University. I believe that we will be able to meet the requirements of a large Urdu knowing community through our Self Learning Material and will fulfill the mandate of this University and justify our presence in this country.

With best wishes,

Prof. Syed Ainul Hasan
Vice Chancellor
MANUU, Hyderabad

Message

In the present era, distance education is recognized as a very effective and useful mode of education all over the world and a large number of people are benefiting from this mode of education. Maulana Azad National Urdu University also introduced the distance learning mode since its establishment in view of the educational needs of the Urdu speaking population. Maulana Azad National Urdu University started in 1998 with the Directorate of Distance Education and the regular programmes commenced from 2004, and subsequently various departments have been established.

The UGC has played a vital role in efficiently regulating the education system in the country. Various programs running under Open and Distance Learning (ODL) mode at Centre for Distance and Online Education (CDOE) are approved by UGC-DEB. The UGC-DEB has emphasized on synchronizing the syllabi of distance and regular mode to enhance the level of distance learning students. Since Maulana Azad National Urdu University functions as a dual-mode institution, offering both distance and conventional modes of learning, it develops in-house Self-Learning Materials (SLMs) to support its undergraduate and postgraduate programmes. These materials are structured into blocks and units in accordance with the credit distribution of each course and the guidelines prescribed by the UGC-DEB.

The Centre for Distance and Online Education (CDOE) offers a total of nineteen (19) programmes comprising of UG, PG, B.Ed., Diploma, and Certificate programmes. Along with this, programmes based on technical skills are also being started. The CDOE has now launched 4-year UG program for July 2025 as per the NEP-2020. The honours programs B.A., B.Sc. & B.Com are design as per the NCF and it will help students in pursuing honours degree. From the year 2025-2026, the MBA program is introduced in ODL mode.

A huge network of nine Regional Centers (Bengaluru, Bhopal, Darbhanga, Delhi, Kolkata, Mumbai, Patna, Ranchi, and Srinagar) and six Sub-Regional Centers (Hyderabad, Lucknow, Jammu, Nooh, Varanasi, and Amravati) was established to facilitate the students. Apart from this, an extension center has also been established in Vijayawada. More than one hundred and sixty Learner Support Centres (LSCs) and twenty Programme Centres are run simultaneously under these Regional and Sub-Regional Centers to provide educational and administrative support to the students. The Centre for Distance and Online Education makes full use of ICT in its educational and administrative activities, and offers admission to all its programs through online mode only.

The soft copies of Self Learning Material (SLM) for students are made available on the website of the Centre for Distance and Online Education and the links of audio and video recordings are also made available on the website. In addition, facilities of E-mail and WhatsApp groups are being provided to the students through which the learners are informed about various aspects of the program such as course registration, assignments, counselling, examinations, etc. In addition to regular counseling, additional remedial online counseling is being provided from the last two years to improve the academic standards of the students.

It is expected that the Centre for Distance and Online Education will play a vital role to bring educationally and economically backward population into the mainstream of contemporary education. Changes are made in various programmes as per the New Education Policy (NEP-2020) in view of the educational needs and it is hoped that this will help in making the Open and Distance Learning system more efficient and effective.

Prof. Mohd. Razaullah Khan

Director, Centre for Distance and Online Education

MANUU, Hyderabad

Introduction to the Course

The Skill Enhancement Course, *Business Communication* (BNCM102DET), is prescribed under the NEP 2020 4YUG programme for the students of BCom in the 1st Semester. This course aims to enhance the business communication skills by introducing you to the basics of communication by explaining its meaning, definition and importance apart from a discussion on the 7Cs of Communication and the barriers to communication. The flow of communication: upward-downward; vertical-horizontal and the importance of flow of communication are clearly laid down. Verbal and non-verbal communication in the work place; report writing, preparing minutes, sending emails, making power point presentations and the relevance of social media and meeting platforms for business communication are thoroughly explained. An essential aspect of business communication is business correspondence. Two Units are devoted to this with several sample letters for practice.

It is hoped that the students of Commerce will benefit from this course and will sharpen their business communication skills before they graduate.

This SLM provides the necessary information and knowledge but the students are encouraged to access other available resources to practice and improve business communication skills.

Prof. Gulfishaan Habeeb

Course Coordinator

Unit – 1: Essentials of Communication

Structure

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1.0 Introduction

The word “communication” is coined from a Latin word, “*communis*”, which means “to share.” It is used for creating relationships and ensuring that an organization makes things possible. In communication, every message being communicated has a definite objective or a purpose to convey. It is a process in which a message or information is being conveyed from the sender to the receiver either to instruct, request, persuade, teach, inspire, or inform about something. It is essential in communication to convey to the receiver a message that is clear, pertinent, and unambiguous. It is equally important that the conveyed message is received without any distortion or disruption. For effective and successful communication, it is essential that both, the sender and the receiver, take care of what is being conveyed and what is being received. If the message or information being conveyed by the sender is misinterpreted or muddled by the receiver, it will surely create confusion that will result in loss of effort. It will, in addition, result in a communication barrier or gap.

Hence, it is essential that both, the sender and the receiver, convey and understand the same essence of the message to be in a successful as well as effective communication process. In

human life, communication is a basic and key process. It was Aristotle, who in his book *Rhetoric*, gave communication a proper framework. He projected the simplest model of communication in which all elements i.e., sender, receiver, context, and message have an essential part. It was the basic model that was adopted by all the communicative theories later. Lasswell added the element of “channel” being utilized by the sender. Communication is a process that has a dual way. It is not all about sending a message or information to another person involved in the communicative process, rather it is equally essential for the receiver to comprehend the words or signals being conveyed by the sender. Hence it is a dynamic process, and it is deemed successful once the sender’s intended message or information is comprehended similarly by the recipient.

1.1 Objectives

This Unit aims to teach you the essentials of communication including its definition, importance, process, types, and barriers. In addition, special attention is paid to the 7 Cs of Communication. The following are the learning objectives:

- to make you familiar with the term communication especially the importance and process of communication
- to make you aware about the difference between verbal and nonverbal communication
- to make you comprehend different steps of the communicative process
- to enable you to draw a distinction between different Cs of communication
- to make you recognize the distinction between verbal and nonverbal communication
- to make you aware of the terms source, context, interference, channel, message, environment, and receiver

1.2 Essentials of Communication

1.2.1 Meaning and Definition:

Communication can be termed as a process in which two or more people are involved to share or exchange ideas to have a relationship or understanding among themselves. According to M.W. Cumming, communication indicates the process of conveying information, ideas, or opinions from sender to receiver to establish an understanding between them. Communication

can be either verbal or nonverbal in which signs, symbols, and actions take part to convey the required information. Communication can be defined as a process of creating or establishing understanding not necessarily of only visible nature. In addition, communication has been termed as a personal process that involves transitions of attitudes and behaviors at diverse levels. As it is a process that takes place among people, surroundings and the context play a key role in making communication successful. Communication has been defined by various authors as follows:

- “Communication is the transfer of information from one person to another, whether or not it elicits confidence. But the information transferred must be understandable to the receiver.” (G. G. Brown)
- “Purposefully and actively exchanging information between two or more people to convey or receive the intended meanings through a shared system of signs and (symbols).”
- “Communication is the process of passing information and understanding from one person to another.” (Keith Davis)
- “Communication is the intercourse by words, letters or messages.” (Fred G. Meyer)
- “Communication is the sum of all the things one person does when he wants to create understanding in the mind of another. It is a bridge of meaning. It involves a systematic and continuous process of telling, listening, and understanding.” (Louis A. Allen)

1.2.2 Importance of Communication:

As mentioned earlier, communication is a basic fundamental process in human life. So, it is significant at personal, social, and business levels. At a personal level, it enables human beings to share, interact, inform, entertain, inspire, and persuade other human beings. It is also imperative for sharing information and communication of message. A person who is an effective communicator has proficiency in communicative skills that assist him or her to be more prominent in his or her professional life and to be a responsible human being. Through effective and successful communication, individual at a personal level makes friends and partnerships in various walks of life like a friend, business, or life partner. Communication assists in increasing the confidence and motivation among people at personal, social, and business levels. Further, it polishes the interpersonal skills of an individual.

At the societal level, communication has the strength to bind and get people united in a natural process. Relationships in society and among individuals are built by virtue of communication. Society is expected to move ahead based on the ideas, views, feelings, and

opinions being communicated. On the other hand, if there is a communicative barrier or gap it will have adverse effects as far as cohesion and cohabitation among people in society are concerned. In the absence of effective and successful communication, no society can make progress and prosperity in any walk of life. Communication is a key facet of creating and maintaining relations in a society. Effective and successful communication enables people of diverse societies to come and interact with each other for better collaboration and understanding. It assists in publicity and shares services among people within a society.

Communication is even more significant at the business level. It is deemed as the lifeline of a business ecosystem as is indicated in the words of Millet: “Communication is blood stream of an organization.” For smooth functioning of a business organization, effective and successful communication is a must. Chester I. Barnard deems communication as a key tool that links and connects people in an organization or business ecosystem to accomplish a common goal and objective. To fulfil the objective of an organization or business society communication is a key factor. Communication assists in making pivotal decisions at the right time. It also ensures proper planning as well as collaboration among coworkers in an organization. It plays a key role in the collaboration of diverse branches of a single organization. It ensures trust among workers in a business ecosystem.

Thus, communication plays a significant role in the nourishment of interpersonal skills which is an ability to communicate or interact with other fellows in a good manner. Interpersonal skills attained through effective communication are essential for building positive relations in personal, societal or business environment for effective work to take place. As interpersonal skills are based on face-to-face interaction, people interact and exchange their opinions, feelings, and views by virtue of both verbal and nonverbal ways. Interpersonal skills are the key to the enhancement and productivity of any organization. Without proper communication and interpersonal skills, there would surely be a lack of smooth functioning among diverse departments of the same organization even among the employees and the employers. It is also imperative to indicate that those employees who have good interpersonal skills are more productive and higher in rank as compared to those who are deficient in their communicative or interpersonal skills.

Check your progress:

1. Communication is a _____ of meaning.
2. Communication is a basic fundamental _____ in human life.

1.2.3 Process of Communication:

The process of communication includes the steps that are important for effective and meaningful communication is concerned. This process consists of essential and interrelated components that contribute to making a meaningful communication.

The **source** is the first step that originates with the idea of sending or sharing an idea with others. The source can be either one or more than one person in the form of a group. The second element in a process of communication is the **message** that is intended to be conveyed. It can be an idea, message, or information that is intended by the source to share. It can even be an opinion, feeling, instruction, persuasion, suggestion, or request on the part of the source. The third key component in this process is the **channel** through which the source encodes the message. It can be either in the form of words, signs, signals, or gestures. Broadly speaking, a source can use either a verbal or nonverbal channel to encode his or her message. It can be even written or in a digital mode.

The next step or element of the communicative process is the **receiver** for whom the message is encoded by the source. The recipient or receiver is the one who is going to decode the message to comprehend it. However, it is essential for the receiver to give feedback if the communication or message is not successfully comprehended so that the source may try it again. The environment is related to the psychological or physical space in which the communicative process is taking place. It is also related to either the formal or informal environment of communication. Next essential element is the **context** of communication. It is related to the setting or scene that is in accordance with the psychological expectations of the sender and receiver on one hand and physical expectations on the other hand. Lastly, there are numerous forms of interference that affect effective communication. These are often related to noise and in communication, it can be related with poor audio, defective video quality, dim light, or unfocused image quality.

Check your progress:

1. Mention any two components in the process of communication.

-
2. Explain the term 'context.'
-

1.2.4 Verbal and Nonverbal Communication:

Broadly speaking, communication can be categorized into two major types. One is called verbal communication which involves the use of language, while the other is termed as nonverbal communication which is carried out by using signs, symbols, gestures, and signals. In verbal communication, words are utilized to convey a message or information. Verbal communication can be both written as well as oral. Letters, texts, books, and emails are some examples of written communication while speech, conversation, interview, and hosting are the oral form of communication. On the other hand, body language is the main tool to convey a message or information in nonverbal communication. Waving, nodding, eye contact, handshakes, and finger tapping are some of the instances of nonverbal communication. In addition, sign language and expressions of emotions such as smile, and anger are also nonverbal forms of communication.

The verbal type of communication is the mostly used and understandable form of communication. That is why it is deemed as an essential tool in the communicative toolbox. Verbal communication either consists of written or spoken communication. Mostly informal communication is carried out through the utilization of oral or spoken forms of communication, while formal communication takes place most of the time through the consumption of words, in written form. The synchronous form of communication is usually immediate in real time like an interaction with a friend, but the asynchronous type of communication is that which takes place over a longer period without immediate occurrence. Letters, emails, and texting are typical examples of the asynchronous forms of communication. Then in verbal communication there are two types of communication, written communication is recorded while spoken or oral is non-recorded form of verbal communication.

Body language, signs, symbols, signals, and gestures ensure communication that is nonverbal in nature. In nonverbal communication there are numerous types of communication. Facial expressions are an important type of nonverbal communication as they communicate more than what is communicated through words most of the time. Feelings of sadness, happiness, or excitement are what is conveyed through facial expressions more amply than in verbal communication. Sometimes, facial expressions convey differently than verbal expressions. Gestures are forceful tools that make a message forceful and effective. Pointing, waving, smiling, or staring are key dynamics of gesture-based communication. Proximity is another type of

nonverbal communication that is related to the speaker's distance from the audience or listeners. For example, maintaining a shorter distance can be the sign of a threatening gesture while too much distance indicates awkwardness.

Touch is another key type of nonverbal communication that ensures the effectiveness or success of nonverbal communication. Touching hands, shaking hands, patting on back, and putting hands on shoulders are indicative of successful communication. These touching gestures also indicate the loving and affectionate nature of the communicator. However, touching signs convey different meanings in terms of gender of the speaker. Eye contact is yet another significant type of nonverbal communication that has an engaging as well as a persuading effect on listeners on the part of the speaker in nonverbal communication. It can also indicate honesty and trust. Appearance is also a sort of nonverbal communication. Outfit, dressing, and jewelry communicate more forcefully than verbal communication. They reveal a lot about the communicator and connect the speaker with the listeners in a nonverbal way.

Check your progress:

1. Give three examples of nonverbal communication.

-
2. Verbal communication can be both written as well as _____

1.2.5 7 Cs of Communication:

Communication is significant among human beings in general but when it comes to effective and successful communication on a bigger platform it becomes even more crucial. Among leaders and persuaders, there must be some key components that must be part of their communication to have fruitful results. Those who are well-versed in communication and have excellent interpersonal and communicative skills have more chances to lead and influence people compared to those who are not as well-versed. Those having deficient or poor communication skills are responsible for low motivation, productivity, and success rates among employees and the organization. Therefore, it is imperative for leaders and successful communicators to have the traits and skills, which are known as 7 Cs in communicative science. If communication has these 7 Cs in it, then it could compel, persuade, and create impact.

1. **Clarity:** The first and foremost among these skills is clarity. If the communication is clear, it means that there are more chances of the accurate message to be conveyed. For that, it is essential that the sender must know what he or she intends to convey and how to convey it. Language or signs that are used in communication must be clear enough to be understood

properly. It must be attractive, persuasive, and should avoid unnecessary information. Try to make the message short and to the point to have a long-lasting impression. On the contrary, if the message is unclear and ambiguous, it will spoil the whole message.

2. **Correctness:** Correctness is yet another key aspect of communication. It means what is being communicated must be correct in terms of grammar, language, and sense. In written communication, proofreading can be an effective technique to avoid any incorrectness. Correct spellings and appropriate words are keys as far as written communication is concerned.

3. **Conciseness:** Conciseness is another significant C of communication. It is related to the fact that concise communication uses only words which are unavoidable. Never utilize more words than required for effective communication. Brevity is important in communication. Concise communication saves time and energy of the sender as well as of the receiver. It is imperative to avoid repetition and unnecessary detail for concise communication. Use of action verbs in communication can also be handy in making the communication concise. Short, simple, and to-the-point message has a greater impact in good communication.

4. **Courtesy:** Be courteous while communicating. It means to take care of the feelings of the receiver while sending the message. It acts as a goodwill gesture that ensures a lasting relationship. Avoid discriminatory language to show sincerity with the receiver. Success and effectiveness of communication is measured on how listener or receiver takes or comprehends it.

5. **Concreteness:** The fifth C is concreteness. Communication must be concrete, meaningful, and clear to be successful and effective. Supply only facts which are available to make communication authentic and real. Vagueness and ambiguity may spoil the entire effect of communication. It must generally make use of the active voice. Be precise and avoid abstract ideas in communication.

6. **Consideration:** Consideration is yet another key component of an effective and meaningful communication. It means that the sender must consider himself in the position of the receiver while sending the message. Consider the issues and hurdles that the recipient might face. A good speaker or sender relates himself or herself with the recipient and tries to involve them.

7. **Completeness:** Last but not the least, the message should be complete. Incomplete message always has a poor impact on the recipient. If the message answers the questions of when, where, what and how, it means the message is complete.

Check your progress:

1. Write down any four Cs of Communication.

-
2. Write briefly on clarity in communication.
-

1.2.6 Barriers in Communication:

There can be numerous barriers or hurdles that might occur at any stage to disrupt the process of communication and that result in the failure of the message or information intended by the sender. That situation thus might lead to confusion and misunderstanding. There is also a risk of waste of time and effort on the part of both the sender and the receiver. Effective and meaningful communication requires these hurdles and barriers to be overcome to project a clear and concise message or information during the communication process.

Among the commonly used barriers is the use of jargon that might be unfamiliar or complex for the receiver to comprehend and it will result in the failure of communication as the message is not amply conveyed.

Sometimes the sender is unable to express his or her emotions due to some social taboos which can also lead to a barrier in communication. These taboos can be off limits or topics that are not easy to be spoken off in a particular context to properly execute the communicative process.

Lack of interest or involvement on the part of the receiver or recipient can be yet another major reason behind the communication gap. Sometimes distraction or irrelevancy on the part of the sender or the source also leads to a barrier or hurdle in communication. Differences in perceptions and opinions of both the sender and the receiver can also lead to a barrier and a hurdle in communication. Hearing or speech disability can also lead to a barrier in the verbal form of communication as it may lead to lack of communication between the sender and receiver. Visual disability or physical and psychological disabilities also lead to barriers in nonverbal communication as there are enough chances that the receiver is unable to see the signs, signals, gestures, and other body movements during nonverbal communication. When he or she is unable to see the gestures, how can proper and effective nonverbal communication take place? In the case of communication carried out through technology, assisted gadgets may be affected and become ineffective due to a technical glitch.

Differences of language between the sender and the receiver can also lead to hurdles or barriers in communication as both fail to understand one another. False assumption, expectation, and prejudice may also lead to collapse or failure of communication. In such cases people only

want to hear what is in accordance with their expectations rather than what is conveyed and that leads to distortion of message or information in communication. Cultural differences can also be a barrier in communication. Communicative norms vary in different cultures, and these may lead to failed or improper communication. Then there are physical and emotional communication barriers that may hamper impressive communication. Social distancing and remote communication are physical, while fear and mistrust are emotional communicative barriers in a communication. Language related barriers involve the way the speaker speaks in verbal communication.

Differences in communicative skills, as well as styles, can also lead to improper and ineffective communication as these vary from person to person. Communication requires engagement among the people involved in a communication. When there is no engagement, it is sure to spoil the communicative impact and lead to barriers in communication. Often an intricate and rigid organizational structure also leads to ineffective communication among coworkers. If little or too much information is loaded in communication, there are enough chances that it leads to barriers or hurdles in communication. It also has adverse effects on efficiency and productivity of the workers. Lack of clarity, consistency, and conciseness can also be major reasons for barriers in communication.

1.2.7 Let Us Sum Up:

The process of communication among human beings is fundamental and it is as old as human history itself. Even in the absence of language there was and is a form of communication that is carried through signs, gestures, and signals. Hence, communication can be verbal through the utilization of words, or nonverbal, carried out through signs, signals, and gestures. Without communication, there is no concept of life, society, or advancement. It is communication that has transformed human beings and human society to the most dignified position. Human beings have used the communicative medium to convey, exchange, and transport news, message, and information. In addition, it is effectively used at personal, societal, and business levels for advancement. In communication, sender, receiver, context, channel, source, message, environment, and interference play a pivotal role. Sometimes, a defect in any of these components results in a barrier or gap in communication that leads to confusion, misunderstandings, and misinterpretation which needs to be rooted out for effective and successful communication. To root out hurdles and barriers in communication, 7 Cs are very

essential to keep in view while in a communicative process. These are: clarity, correctness, conciseness, completeness, concreteness, consideration, and courtesy.

1.3 Learning Outcomes

After going through the Unit, you are expected to have:

- learned the essentials, process, and importance of communication
- the ability to differentiate between verbal and nonverbal communication
- an understanding of the different Cs of communication
- become familiar with the terms source, context, interference, channel, message, environment, and receiver

1.4 Glossary

Pertinent: Important, relevant, significant

Ambiguity: Vagueness, uncertainty, haziness

Distortion: Deformation, misrepresentation

Disruption: Disturbance, interruption

Muddled: Jumbled, tangled

Framework: Structure, outline

Accordance: Harmony, agreement

Interference: Intervention, meddling

Illustrious: Famous

Paramount: Chief, important

Patting: Tapping

Conciseness: Brevity, Terseness

Jargon: A language characteristic of a particular group

Hamper: Hinder, obstruct

1.5 Sample Questions

1.5.1 Objective Questions:

1. The word communication has been derived from _____ language.

- (a) Greek
 - (b) **Latin**
 - (c) Hebrew
 - (d) English
2. Source in a communication refers to the _____.
- (a) Receiver
 - (b) **Sender**
 - (c) Context
 - (d) Message
3. What type of communication includes signals, signs, gestures, and symbols?
- (a) Written
 - (b) Oral
 - (c) Verbal
 - (d) **Nonverbal**
4. The word “communis” means _____.
- (a) To direct
 - (b) To request
 - (c) **To share**
 - (d) None of these
5. Communication can be broadly categorized into _____ types.
- (a) two
 - (b) **four**
 - (c) six
 - (d) eight
6. Millet claims, “Communication is blood stream of an organization”. To what level is this definition related?
- (a) Personal level
 - (b) Social level
 - (c) Private level
 - (d) **Business level**
7. _____ defined communication as “the process of passing information and understanding from one person to another.”

- (a) Fred G. Meyer
 - (b) **Keith Davis**
 - (c) Louis A. Allen
 - (d) G. G. Brown
8. Who gave communication a proper framework or mechanism for the first time?
- (a) Wordsworth
 - (b) Coleridge
 - (c) Shelley
 - (d) **Aristotle**
9. What type of role do the 7 Cs of communication have in communication?
- (a) To spoil communication
 - (b) **To make a meaningful communication**
 - (c) To disrupt communication
 - (d) All of these
10. When the receiver or the recipient of the message is not able to encode the message in communication, it is called _____.
- (a) Effective communication
 - (b) Meaningful communication
 - (c) **Failed communication**
 - (d) Successful Communication

1.5.2 Short Answer Questions:

1. What are the different steps that contribute to the completeness of communication process?
2. What are the major types of verbal communication?
3. How will you describe and define communication?
4. Mention the key types of nonverbal form of communication.
5. What are the major hurdles or barriers in communication?

1.5.3 Long Answer Questions:

1. Define communication. What is the role of 7 Cs in effective and successful communication?
2. Why is communication important in personal, social, and business ecosystems? Illustrate your answer.
3. What is the difference between verbal and nonverbal communication?

1.6 Suggested Learning Resources

1. Bovee, Courtland, L., John V. Thill and Barbara E. Schatzman. *Business Communication Today*. Delhi: Pearson Education (Singapore) Pte. Limited, 2018.
2. Chaturvedi, P. D. and Mukesh Chaturvedi. *Business Communication: Concepts, Cases and Applications*. Delhi: Pearson Education (Singapore) Pte. Limited, 2011.
3. Sen, Leena. *Communication Skills*. New Delhi: Prentice-Hall of India Limited, 2007.

Unit – 2: Flow of Communication

Structure

2.0 Introduction

2.1 Objectives

2.2 Flow of Communication

2.2.1 Importance of the Flow of Communication

2.2.2 Upward-Downward Communication

2.2.3 Horizontal and Vertical Communication

2.2.4 Advantages of the Flow of Communication

2.2.5 Limitations of the Flow of Communication

2.2.6 Uses of the Flow of Communication

2.2.7 Let Us Sum Up

2.3 Learning Outcomes

2.4 Glossary

2.5 Sample Questions

2.6 Suggested Learning Resources

2.0 Introduction

In the previous Unit, you studied the meaning and importance of communication. Now you will read more about communication and specifically about the flow of communication. Communication is how people in the society or in an organization get connected to one another. It is a means of expression of our thoughts and emotions with the people around us. Communication strengthens relations among people. Throughout our life, we must be involved in various communication situations – at home, among friends, in the market, and at the workplace. Based on these situations, communication can be categorized as formal communication and informal communication. Formal communication refers to that communication in which interchange and exchange of information is official. In formal communication, the flow of information is regarded as controlled and deliberate. Formal communication is seen in the educational institutions and various government and private organizations. Informal communication refers to any communication which takes place outside an organization or institution. It is not as systematic and controlled as formal communication.

2.1 Objectives

The objectives of this Unit are to:

- study the system of communication
- observe various types of communication
- get acquainted with the flow of communication
- explore the importance of communication
- understand the limitations of the flow of communication
- find out the uses of the flow of communication

2.2 Flow of Communication

When in a number of subsystems within a system, users exchange and share important information, it is called the flow of communication. It is an uninterrupted passing on of information from one end to the other, from one person to the other. The flow of communication requires a sender, a message, and an intended receiver, although the receiver need not be present or aware of the sender's intent to communicate at the time of communication. Flow of communication can occur across vast distances in time and space. Flow of communication requires that the communicating parties should share a common frame of reference.

2.2.1 Importance of the Flow of Communication:

The flow of communication is an integral part of formal communication in the sense that if the message or information sent by the higher authority is not correctly understood or decoded, it badly affects the work process and development of an organization or institution. Communicating well in an organization or institution has become an important basic skill in modern times. Each one of us has definite and different roles to perform, and communication makes it possible for us to discharge our responsibilities to our best ability. Uninterrupted flow of communication plays a vital role in the success of any organization. Without effective communication, an organization cannot function. If the flow of communication, in any form, is disturbed, it creates a lot of problems for everyone associated with it. In modern times, for example, if there is a breakdown in the internet services, the flow of communication is blocked in the form of data. No communication occurs between the senders and the receivers. As a result, the whole business of the organization comes to a standstill.

So far as an individual is concerned, the flow of communication is crucial in his/her personal life also. Each individual employee needs to work a lot in various capacities based on the flow of information, data transfer, reports, and decision making. All these can only be possible with the help of an undisturbed flow of communication. In the absence of good communication, one's professional career also gets affected.

Check your progress:

1. The flow of communication requires a sender, _____, and an intended receiver.
2. Without _____ communication, an organization cannot function.

2.2.2 Upward-Downward Communication:

When the flow of communication is from superior authorities to the juniors or subordinates, or assistants, it is known as downward communication. The flow of information in this type of communication is from the top level to the bottom level. The information in this case can be either in oral or written form. It can be in the form of notices, circulars, telephonic messages, or announcements. Through this type of communication, the superior authorities in an organization may inform their subordinates about their tasks, or their roles in the organization, which could create a sense of belonging as well as provide an identity to the subordinates. This motivates one to work seriously and punctually in order to achieve the goals of the organization.

The objectives of downward communication may be shortlisted as under:

- to instruct the subordinates
- to provide information to the subordinates in order to make them understand their task
- to develop a better understanding between the employee and the employer
- to boost the morale of the subordinates
- to provide feedback to the subordinates about their performance
- to educate the subordinates about the goals, targets, and ideology of the organization

It is observed that now-a-days, business organizations do not make use of long and complex channels for communication. For getting the task done in a proper manner, business organizations tend to make use of simpler communication. Therefore, language used in this kind of communication must be simple, lucid and to the point. It should not lead to misunderstanding or confusion.

When the direction of the flow of communication is from bottom-to-top, i.e from the subordinates to the higher level, it is called upward communication. The purpose of upward communication is to give or provide feedback. The nature of this type o communication is non-authoritative. The different forms of upward communication are reports, suggestions or even complaints.

The objectives of upward communication are to:

- Give feedback
- Provide suggestions

The advantages of upward communication are that it facilitates release of pent-up anger, if any, among the employees; enables decision-making; provides motivation and; develops a healthy workplace atmosphere.

Check your progress:

1. The flow of information in _____ type of communication is from the top level to the bottom level.

2. Give two objectives of downward communication.

3. Write any two advantages of upward communication.

2.2.3 Horizontal and Vertical Communication:

Horizontal communication is known by various names as sideways communication, lateral communication, crosswise communication, inter-scalar communication, and a third flow of directional communication. The communication is said to be horizontal when it takes place among the employees of similar rank. It is mainly informal and is reflected in meetings, conferences, seminars etc. For example, crosswise communication happens between functional executives, among sections of officers in a department working under one top superior, at meetings of General Managers or various units of the company, or between territorial sales managers. It takes place between two or more persons who are linked to each other by equal status or quality of relationship.

For circulating or sharing information among the people of a similar rank and official position, horizontal communication is used. Horizontal communication is the lateral informal

flow that takes place within and between departments. In other words, it is the communication among equals. The system relates to the communication between the people of one level or of one department with the people and departments at the same level. Henry Fayol remarks that horizontal communication is a 'bridge' or 'gang plank'. The specific feature of this type of communication is that it does not appear on the organizational chart. Myers and Myers state thus about horizontal communication: "When two sub-systems choose to communicate horizontally, then it is altogether possible that they will create a whole set of new messages ... just to tell their bosses what they communicate about. Care taken by superiors of the sub-system coalitions, we believe, may in some instances, add measurably to the message load in the total system."

In general, horizontal communication is related to interdepartmental communication within an organization. With horizontal communication, the flow of information is expedited and helps to promote understanding among the persons of the same rank. It enables the persons involved in this type of communication to exchange information and coordinate their activities without referring all matters to the higher level of management. In some cases, horizontal communication can be of an informal kind. It can be both written and oral. It helps in bringing together the related but different parts of an organization. It results in organizational cooperation and coordination within an organization. It serves to achieve goals and targets of an organization.

For the effective functioning of any organization, horizontal flow of communication is extremely necessary. It is because departmental cooperation is possible only through horizontal exchange of information. The following are the characteristics of horizontal communication:

- **Coordination:** Exchange of information among the people of equal rank and position is one of the essentials of coordinating functions.
- **Internal functioning:** Horizontal communication takes place within the organization, particularly between line and staff departments.
- **Common understanding:** It is the communication between people of equal positions due to which communication flows very easily between them. This solves the problem easily and effectively.
- **Informal:** Horizontal communication ensures speed, quick decisions, and readiness to accept the tasks. This type of communication is more likely to be informal in some respects and formal with respect to some other aspects.
- **Applicability:** This type of communication is applicable in all types of organizations as it facilitates smooth working of the system.

In terms of its importance, horizontal communication bears the following points of importance:

- Horizontal communication can provide information even if the other formal systems of communication fail, as it is informal in nature.
- Since this system of communication works on different levels and facilitates exchange of information, it has the potential to solve the problems of the departments or sections or groups of people.
- Horizontal communication enables people of equal status in an organizational hierarchy to exchange information freely and frankly. This type of communication is known for its accuracy, quickness and faster passing of information. The information received through this type is useful and time-saving.
- Horizontal communication saves time of the superiors as well as the assistants, because it does not refer every information to the superiors or the higher organizational authorities. In this way it saves valuable time for both.
- Horizontal channel of communication helps to promote cooperation among the employees. It promotes emotional and social support among the employees of the same cadre or position. In fact, subordinates at different levels encourage this channel as it is an interaction among organizational peers.

Horizontal communication has its limitations as well. These are enumerated below. Due to the following limitations, horizontal communication is not always recommended.

- This type of communication bypasses the actual channels of communication and the information flows among people of the same level or status. It may give rise to conflicts or misunderstandings sometimes.
- Since it is informal in nature, the formal form is affected. Thus, it may create some confusion among people of the same rank and position.
- Due to its informal nature, horizontal communication may lead to disruption in the organizational hierarchy which may result in ignoring, conflicts or message overload etc.

Several media are used by the executives in attempting to communicate with others. The persons involved in this type of communication may contact them personally or by way of written media. There are many media from which to choose for the horizontal flow of information. The media used in horizontal communication are handbooks and manuals, annual

reports, bulletin boards, and posters, labor union representations, letters and memos, instructions, house organs, conferences and meetings, and telephonic messages.

Vertical communication is that communication which occurs between two individuals who are at different positions of the hierarchy within the same organization. It follows a linear system where information flows from one individual to the next as per their titles. In this type of communication, the information or message flows between or among the superiors, supervisors, leaders, or manager to subordinates, employees or team members of different levels of an organizational structure in the downward or upward direction.

Downward communication is a type of vertical communication which involves the dissemination of information from the senior management to associates. The management shares information through e-mail, and it is not generally directly shared with the employees. Downward communication is supposed to be a very effective type of communication when the top managers communicate directly with the supervisors, who relay the information or instructions to the staff. The following may be regarded as the purposes of downward communication:

- to implement new objectives and announce the same to the staff
- to explain new organizational procedures to the new employees
- to socialize with the staff and build a friendly and cooperative atmosphere with them

Upward communication is another type of vertical communication. In this kind of communication, the information flows from the associates or subordinates to the senior management. This type of communication is used by the employees to update the supervisors or managers by providing work reports or by sharing important information. Some purposes of upward communication may involve the following:

- to update the senior management about the difficulties and issues encountered by the staff
- to suggest changes to improve workflow and productivity in the organization
- to provide updates about results
- to inform the top-level management about any grievances and complaints

Improvement of upward communication channels depends on the leadership qualities of the top-level management. The person who leads the organization must be mentally prepared to listen to opinions, make decisions after considering the suggestions offered by the staff, and listen to the grapevine to get information about the mood and biases of the staff.

Advantages of Vertical Communication:

The following are the advantages of vertical communication:

- Vertical communication helps to convey messages effectively from the top-level management to the bottom-level management or vice versa.
- Vertical communication helps in maintaining good relations between the superiors and the subordinates since the flow of information is effective and organized.
- It helps to maintain discipline because this type of communication involves a chain of commands.
- It is useful for delegating duties to the staff and avoiding too much authority to be concentrated within the hands of a few individuals.
- It helps the top-level management in conveying and explaining the policies of the organization to the newly appointed employees.
- Vertical communication helps in collecting information and work reports which further helps the seniors and the supervisors in making decisions.
- Through vertical communication, the top-level management can easily share confidential information with the supervisor instead of sharing with the whole staff.
- Since the staff needs to report information to their respective superiors, respect is maintained as everyone understands each other's position.

Disadvantages of Vertical Communication:

The following are the disadvantages of vertical communication:

- Vertical communication can make the employees complacent as they work under the impression that their work is monitored and checked and corrected before it is finalized.
- Employees at the lower level may develop a sense of being neglected as there is too much of a barrier between the top-level management and the lower-level staff.
- Vertical communication may cause delays, thereby creating disturbance in workflow.
- If the staff lacks respect for the top-level management, the chain of command is expected to get broken. The reputation of the organization is at stake.
- There is a possibility of the subordinates being neglected by the top-level management, so far there are chances that the top-level management may tend to neglect the bottom-level employees.

Check your progress:

1. _____ communication is communication among equals.

2. Write two limitations of horizontal communication.

3. Give two advantages of vertical communication.

2.2.4 Advantages of the Flow of Communication:

The flow of communication enables the flow of information from one end to the other. The flow of communication can take place through any channel. The advantages of the flow of communication are as follows:

- Time is the most important factor that needs to be utilized properly. If the communication takes place smoothly, it saves plenty of time at both ends – the receiver's as well as the sender's.
- If the communication flows smoothly, it helps in understanding the information or message easily. This advantage of easily understanding the message can be achieved by making the message lucid and clear and free of any confusion or misunderstanding.
- If the listener listens carefully and understands completely, it means that the flow of communication has taken place smoothly and properly. The advantage of the free flow of communication is that it is received easily at the other end.
- The flow of communication enables and helps in quick and speedy communication.
- In huge organizations, modern mechanical devices are used for the flow of communication. These devices do not disturb the work of others but still communication takes place without making any noise. Though the flow of communication takes place, silence is maintained in the office.
- The flow of communication enables the sender to make use of a language that is known to the receiver. The flow becomes more effective if it is done in same or familiar language.
- The flow of communication largely depends on the media through which communication takes place. If the media carrying the message is accurate and speedy, it facilitates the smooth flow of communication.
- The flow of communication can properly be attained if the receiver receives and responds to the message in time. For the flow of communication, it is necessary for the receiver to accept or reject the message. He/she must convey either way to the sender.

- The flow of communication becomes more advantageous when it is free of any distortion.

2.2.5 Limitations of the Flow of Communication:

The limitations of communication can be summarized as follows:

The flow of communication is a complex process which is marked by the delay in the process. While communicating, the information flows through different levels of hierarchy. As a result, by the time information reaches various levels and to different segments of organization, it may have lost its significance and utility.

Sometimes the flow of communication is affected by distortion of information. Flow of communication needs to go through various levels of authority which causes some or other kind of interruption leading to distortion of information. It is human tendency that they manipulate information. Therefore, whenever information is passed from one individual to another or from one level to another, the authenticity of information is lost.

In many cases, messages are sent without a necessary explanation and clarification. As a result, the subordinates do not understand the meaning of the message properly and accurately. The subordinates are always at the receiving end of the message. When any message is sent without necessary clarification, the flow of communication gets affected.

Lack of feedback is another limitation of flow of communication. Superior/senior authorities at the organizational levels may not give much importance to the subordinates. Hence there is no scope left for the subordinates to give their own feedback. In such cases, there is even negligence on the part of superior/senior authorities towards their subordinates which results in ineffective communication.

Due to rigid hierarchy in the flow of communication, the lower-level employees rarely get a chance to discuss any matter with the superior authorities. Moreover, the subordinates are made to follow the instructions which creates frustration in the minds of the employees and hence affects the flow of communication badly.

Lower-level employees are more concerned with the information about salary, incentives and job protection and other related information but the organization and the administration prefer that such employees only follow the instructions. The resultant clash of interests and priorities leads to unhappiness and hence causes interruptions in communication.

2.2.6 Uses of the Flow of Communication:

The following are the uses of the flow of communication:

Precise and to-the-point information sent to the person concerned in the administrative hierarchy changes the efficiency and devotion of the employees. Accurate and well-defined information helps to boost the loyalty of the employees since an employee is associated with his/her workplace physically and mentally.

With the smooth flow of communication, confrontation between the departments and among the employees can be avoided or at least minimized. Confrontation among the employees in an administration can badly affect the work efficiency of the employees.

Another use of the flow of communication arising out of well-designed and well-conducted communication is that it gives rise to the development of positive attitudes among the employees towards their work. If the positive attitude is developed among the employees, confrontation among them can be resolved which leads to productive output of the establishment.

The employees in an establishment need to notice opportunities at their workplace. Smooth flow of communication provides this opportunity to the employees in this direction. The organization should take care of achieving a stable and well-organized establishment. The administration should respect its employees, provide them an opportunity for expression, and encourage them to lodge their opinions. It means that only the flow of communication can do this.

Check your progress:

1. Write any two advantages of the flow of communication.

2. Give any two limitations of the flow of communication.

3. Mention any two uses of the flow of communication.

2.2.7 Let Us Sum Up:

In this way, the flow of communication leads to the success or failure of an organization. To sum up, communication is an inseparable component of any administration as well as

day-to-day life. The smoother and hurdle-free the communication, the more beneficial and fruitful it is for the administration.

2.3 Learning Outcomes

Dear Learners, at the end of this unit you should have learned about the communication system in general, the importance of flow of communication, upward-downward communication, horizontal-vertical communication, advantages of flow of communication apart from the limitations and uses of the flow of communication.

2.4 Glossary

To interchange:	To exchange or mutually give and receive
Deliberate:	Something done on purpose
Intent:	The state of someone's mind at the time of committing an act
To dispose of:	To get rid of something
To discharge:	To get free of something
Uninterrupted:	Without any disturbance
Breakdown:	A failure, a collapse
Standstill:	To come to a stop
Facilitate:	To make easy
Ideology:	Philosophy or body of beliefs
Lucid:	Clear, easily understood
Territorial:	Belonging to territory
Gangplank:	A board used as a temporary footbridge between a ship and a dockside
Bypass:	To pass around something
Hierarchy:	A body of authoritative officials organized in nested ranks
Bias:	Inclination towards something
Delegate:	A person authorized to act as representative for another
To manipulate:	To influence, manage, direct, control or tamper with something
Rigid:	Stiff, fixed
Precise:	Exact, accurate

To boost:	Something that helps, or adds power or effectiveness or assistance
Confrontation:	An act of confronting or challenging another, especially face-to-face
Efficiency:	Quality of producing an effect

2.5 Sample Questions

2.5.1 Objective Questions:

- In formal communication, the flow of communication is regarded as _____.
 (a) **Controlled and deliberate** (b) Uncontrolled
 (c) Vague (d) Waste
- Apart from a sender and a message, the flow of communication requires _____.
 (a) Boss (b) **An intended receiver**
 (c) Public (d) None of these
- In the absence of good communication, one's _____ gets affected.
 (a) Reputation (b) Bank balance
 (c) Nothing (d) **Professional career**
- The flow of communication from superior authorities to that of juniors is known as _____.
 (a) Horizontal communication (b) **Downward communication**
 (c) Vertical communication (d) Grapevine communication
- A communication is said to be _____ when it takes place between two subordinates of the same authority.
 (a) **Horizontal communication** (b) Downward communication
 (c) Vertical communication (d) Grapevine communication
- Communication is a _____.
 (a) **Means of expression** (b) Source of livelihood
 (c) Lighthouse (d) New version
- Formal communication is practiced at _____.
 (a) Marketplace (b) Vegetable market
 (c) **Educational and government organizations** (d) Home
- Downward communication is the communication from _____.
 (a) Husband to wife (b) **Senior management to associates**
 (c) Friend to friend (d) Man to woman

9. Upward communication is a type of _____.
(a) **Vertical communication** (b) Horizontal communication
(c) Grapevine (d) Informal communication
10. In upward communication, the message is sent from _____ to _____.
(a) Home to office (b) Office to home
(c) Boss to assistant (d) **Subordinates to senior management**

2.5.2 Short Answer Questions:

1. Write on the advantages of the flow of communication.
2. What are the advantages of vertical communication?
3. Enumerate the characteristics of horizontal communication.
4. What are the objectives of downward communication?
5. Write a short note on the importance of communication.

2.5.3 Long Answer Questions:

1. Write a detailed note on downward-upward communication.
2. Write a note on horizontal-vertical communication.
3. Examine the flow of communication in detail.

2.6 Suggested Learning Resources

1. Malviya, Gajanan and Shukla R. N. *Communication Skills*. New Delhi: S. Chand and Company, Ltd., 2012.
2. Moorhead Gregory and Griffin W. Rocky, *Organizational Behavior*. AITBS Publishers and Distributors, New Delhi, 1999.
3. Rayudu, C. S. *Communication*. Mumbai: Himalaya Publication House, 2007.
4. Robin P. Stephen. *Organizational Behavior*. Prentice Hall of India, New Delhi, 1998.

Unit - 3: Verbal and Non-Verbal Communication

Structure

- 3.0 Introduction**
- 3.1 Objectives**
- 3.2 Verbal and Non-Verbal Communication**
 - 3.2.1 Verbal Communication**
 - 3.2.1.1 Types of Verbal Communication**
 - 3.2.1.2 Advantages of Oral Communication**
 - 3.2.1.3 Limitations**
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 - 3.2.1.5 Written Communication**
 - 3.2.2 Non-Verbal Communication**
 - 3.2.2.1 Kinesics**
 - 3.2.2.2 Paralinguistics**
 - 3.2.2.3 Artifacts**
 - 3.2.2.4 Proxemics**
 - 3.2.2.5 Chronemics**
 - 3.2.2.6 Haptics**
 - 3.2.3 Let Us Sum Up**
- 3.3 Learning Outcomes**
- 3.4 Glossary**
- 3.5 Sample Questions**
- 3.6 Suggested Learning Resources**

3.0 Introduction

Communication may be broadly divided into verbal and non-verbal communication. In the previous units you already learned about the meaning and importance of communication and about the flow of communication. In this Unit, we will read about the two major types of communication. Verbal communication can be either written or oral; formal or informal and the word (spoken or written) plays an important role in it. On the other hand, in non-verbal communication word in itself does not play any role. The sign, gesture, expression, body language etc convey meaning and often add to the meaning especially in oral communication.

Check your progress:

1. Communication may be broadly divided into verbal and _____ communication.
2. _____ communication can be either written or oral.

3.1 Objectives

The objectives of this Unit are to help you:

- understand the importance of verbal communication in business communication
- appreciate the importance of non-verbal communication in business communication
- recognise the difference between verbal and non-verbal communication
- realise the significance of written communication
- learn various forms of communication
- learn about Kinesics, Chronemics, Proxemics, Haptics, Paralinguistics and Artifacts.

3.2 Verbal and Non-Verbal Communication

Let us now read in detail about verbal communication - the types of verbal communication, the advantages and limitations of verbal communication; and non-verbal communication including kinesics, paralinguistics, artifacts, proxemics, chronemics and haptics. Communication can take place verbally or non-verbally in formal or informal settings. This is possible in an internal setting or with the world outside. There are several ways to communicate effectively. How to use tone effectively? How to use body language? How do we use verbal cues? All these things determine how you are understood. Both verbal and non-verbal communication skills work in tandem to deliver an understandable message.

3.2.1 Verbal Communication:

As you studied in the previous Unit, communication is simply an act of transferring one's message to the other person. The process of communication involves a sender, a message, and the recipient. The sender encodes the message, and the recipient does the job of decoding the same message. In verbal communication, the message can be **spoken or written**. In the course of communication, the sender encodes the message and then selects the proper channel to send the message. After receiving the message, the receiver decodes the message, understands it and gives

feedback through the proper channel to the sender. The message may be sent through written or oral or even through non-verbal means. We may use many methods to communicate.

Verbal communication is the most effective tool of communication. Verbal communication means sharing information through words between two or more individuals. Oral communication, written communication, and sign language all fall under the umbrella of verbal communication. Words are used in verbal communication to transmit meaning between two or more persons. It relies on words to communicate the meaning of the message. While we emphasize speech in verbal communication, it must also be noted that writing is equally important in verbal communication because we use words in writing too.

One form of verbal communication is oral communication between people. If properly communicated, it helps both parties to understand each other comprehensively. One of the primary advantages of oral communication is that it allows immediate feedback from the sender. It lends a personal touch to communication. Some aspects like gestures, facial expressions, voice modulation, and tone can all take place in oral communication. However, this method is usually avoided and less preferred over written communication because if any error occurs during this form of communication, it is very difficult to correct it.

Thus, verbal communication refers to the process of expressing our information and ideas in the form of sound and words. Communicating through the means of television, radio or phones is a part of verbal communication.

Consider yourself a college student who is having trouble learning the study material in a class. Rather than giving up, you decide to seek assistance from your Course Coordinator or Academic Counsellor to complete the semester. You now have a couple of options for doing this through spoken communication. If your Course Coordinator or Academic Counsellor has provided contact information, you can call them or meet them after class or during office hours. You may try a different tactic and write them an email instead. You may certainly come up with your list of advantages and disadvantages for each of these methods. But, in these cases, what is the difference between writing and speaking? Let us take a look at them.

Formal versus Informal: Generally, we use written communication in formal matters and spoken communication in case of informal matters. However, office meetings are formal and oral communication is mostly used there.

Synchronous versus Asynchronous: Synchronic communication refers to the communication that takes place in real-time such as a conversation with a family friend. On the

other hand, asynchronous refers to communication that takes place over a longer period. As in the case of letters, emails or even text messages. Asynchronous communication does not happen immediately or in real-time.

Recorded and Unrecorded: Written communication is typically saved and recorded for later retrieval, but oral communication is not. However, with advancement in technology, records of oral communication can also be preserved digitally.

We live in a world where most of the communication takes place through email or text. The spoken communication is therefore a breath of fresh air in such a situation. Spoken communication helps to establish trust with your audience and develop a rapport with them. Spoken communication allows you to be emotionally connected with your audience.

Normally, spoken communication is in the form of a conversation, a meeting or a speech. It is powerful as it is inclusive of all inputs from the social communication model. You encode your thoughts into spoken words and then seek your audience to decode the message. There is a possibility to seek feedback from them to evaluate their understanding of the decoded message.

Examples of Oral communication:

Oral communication can take place in the following ways:

- Face-to-face conversation/speech
- Hosting a radio show
- Interview

For effective communication, everyone should be aware of the skills of oral communication. It has some components like the pitch of the voice, tone of the voice, and cadence of the voice, which are useful for correct message delivery to other people. Some of the components of verbal communication are:

- Pitch of the voice
- Speed of the voice
- Tone
- Language
- Grammar

3.2.1.1 Types of Verbal Communication:

We use several ways to communicate our ideas effectively. We express our ideas aloud to another person. The information that is passed may include the tone of your speech. The following are the types of verbal communication:

1. Interpersonal: When communication takes place one-on-one, then it is interpersonal communication. In this type of communication two or more people take their turn to send or receive any information, idea, or message. This exchange of information takes place through face-to-face meetings, online platforms or even by phone. Strong interpersonal communication can increase the significance and value of a conversation and proliferate personal interactions. We must be cautious of our tone, expression, gestures, or body language as they may convey a motive behind our usage of words.

2. Intrapersonal: Unlike interpersonal communication, intrapersonal refers to the process of talking internally. It is self-talk, acts of imagination, visualization, and recall. It plays a significant role in social functions. This communication helps in personal introspection.

3. Small-Group Communication: When two or more two people are present then small group communication takes place. The number of members is limited in this type of communication to allow each one of them either to interact or converse with each other. This group usually intends to complete certain tasks or achieve certain targets. Board meetings, weekly team meetings, or project meetings are typical examples of small group communication. Often at workplaces, in small group communication, individuals are expected to perform some informal roles or collaborate to show a sense of belonging.

It is often observed that discussions can be successful in small group communication. The members may discourse on some important issues. A member can take up many roles or attribute different roles to other members as well. A person who understands the purpose of the group and task emerges as a leader of the group. He/she will have the liberty to recruit members and assign roles to them. The size, structure, and ways of interaction influence small group communication.

4. Public Communication: This communication takes place when a person is addressing many people or a crowd. Have you seen politicians often delivering speeches during election campaigns? Such a type of communication is called public communication. Another example could be a teacher explaining the concept of the structure of the sentence to his students. The teacher explains the various structures of sentences, like subject+verb+object or Subject+Predicate or any other structure by disseminating information about the idea or concept. Disseminating crucial information to the masses through radio or TV is also an example of public communication.

Check your progress:

1. Verbal communication means sharing information through _____.
2. Give one example of oral communication.

3. Mention two limitations of verbal communication.

3.2.1.2 Advantages of Oral Communication:

Oral communication plays an essential role in the workplace. It is often important to organize a meeting, make a presentation, or hold a conversation. Effective oral communication does not merely depend on talking but on how you deliver and receive the message. Let us take a look at the significance of oral communication now:

- It is not time-consuming and thus saves a lot of time.
- It helps to save money also.
- You get instant feedback in oral communication.
- It is considered a convenient method.

Two major oral communication skills, usually recognized, are ‘effective speaking and active listening. Effective speaking involves some basic questions like what words we choose, how we use these words effectively, etc. These factors affect the impact of our message on the receiver. Effective speaking involves how we choose words while active listening involves how we patiently hear them. These factors affect the transmission of the language to a great extent. They bring positive responses.

3.2.1.3 Limitations:

One of the primary conflicts between the sender and the receiver in oral communication can be the regional differences. This is because they may be speaking different languages and different dialects. The size and structure of the audience also matter in case of the oral communication because the speaker can address only a few people. Thus, it may be said that, in verbal communication:

- regional differences and dialects are the greatest barriers
- the large size of the audience is also a barrier to verbal communication
- receivers may forget what was said
- all people cannot listen at the same pace

Check your progress:

1. Give two advantages of oral communication.

2. Give two limitations of oral communication.

3.2.1.4 Ways to Improve Verbal Communication:

Strong skills are essential for growth and development in personal and professional life. Once you speak with clarity and confidence you will earn respect from others and create a good impression about yourself in the eyes of others. This is of great importance in business meetings. Hence you should always take care of the following things:

- Think before you say anything.
- Be clear and precise in your message.
- Speak confidently.
- You should be an active listener too.

3.2.1.5 Written Communication:

It is a widely used form of communication. One of the advantages of written communication is that it leaves a permanent record. Therefore, it facilitates an organized message to be communicated. However, unlike in oral communication, neither is there a possibility of instant feedback on the message, nor can one lend a personal touch to the message. This method of communication is generally preferred in the business scenario as it leaves proof of communication and ensures correctness and formality in official or formal correspondence.

3.2.2 Non-Verbal Communication:

Another category of communication that is widely used but seldom recognized is non-verbal communication. It is the communication that takes place through different gestures, facial expressions, eye contact, tone of the voice, touch, the space that you maintain while speaking to people, dressing sense, etc. Interestingly, two people can communicate while sitting quietly by using any of the aforementioned forms of communication. Hence, non-verbal communication can be defined as a process of expressing emotions, feelings and thoughts between the sender and the receiver without using spoken or written words when both are physically present at a place. However, this has changed now. People can interact with one

another using non-verbal communication even when separated by space with the help of video calls. Let us now look at some of the forms of non-verbal communication.

3.2.2.1 Kinesics:

This type of communication is done through body language between the parties communicating. The word *Kinesics* refers to the movement of parts of the body, conveying a specific meaning with certain interpretations. Let us understand it with some examples. Presume that you are working in a company and the company is facing a shortage of human resources because of financial insecurity. Now you as a member come up with an idea that not only solves the problem but saves money too. This idea will be appreciated by your boss. In such a situation, the boss may gesture the thumbs-up sign to you. This is an indication that he liked the idea, or it is also a signal to go ahead with the task.

Similarly, the same boss may pound the table to express his/her anger and frustration if you fail to deliver any substantial result. Pounding the table is indeed a negative form of expression, however, it is not uncommon. Think of the stare that your teacher gave you for coming late to his/her class. This is another form of non-verbal communication through the effective display of emotion. In some cases, people nod their heads to show their agreement or disagreement with whatever is being said. This nodding too conveys a message without using words. Kinesics is an important part of non-verbal communication. The following aspects may be taken into consideration while understanding Kinesics.

1. **Personal Appearance:** Personal appearance tells us a lot about our background and attitude. Personal appearance refers to the way an individual is dressed, the kind of make-up they wear and their hairstyle. All these things in some way contribute to our success, if not to a great extent, as communicators. Appearance also helps the audience to form an impression or opinion about us. Remember you are never dressed fully unless you put a smile on your face!
2. **Posture:** It refers to one's style of walking, standing, or sitting. Very often the movements of hands and legs of a person reveal a lot about one's personality. We can easily identify whether the person is confident, nervous, careless, etc. from their posture. Therefore, it is important to develop a good posture. One must be relaxed but alert too. Shifts in posture need to be cultivated on and off.
3. **Gesture:** Gesture simply refers to the movement of the hand, head or any other body part while speaking. It is aimed to convey a certain meaning in a particular context. Oral

communication becomes effective when these gestures are used. For example, you are new to the city of Hyderabad and you want to know the road to MANUU. You asked a person about the road but he shook his head. This gesture indicates that he does not know the road to MANUU. The display of unwanted gestures can disturb the audience. It is advisable not to make unnecessary gestures while you are speaking with your colleagues.

4. **Eye Contact:** This is yet another important aspect of non-verbal communication. It helps to generate feedback from the audience and keeps the listeners alert. Eye contact helps a speaker to recognize the intention of the audience, to check whether they are honest and interested in his/her speech or not. Therefore, any good speaker will look at the audience rather than looking at the ceiling or doors. If the speaker ignores the audience, then it may result in the disappointment or disinterest of the audience.
5. **Facial Expression:** Facial expressions are often emotional and exhibit attitude. Facial expression includes a smile, frown, or raising an eyebrow which often exhibit happiness, disappointment, suspicion, or surprise. Any frowning expression would displease the audience while brightness in the eyes of the speaker may increase their spirit. For effective oral communication facial expression can be productive in communicating what the speaker intends to communicate. Now imagine the photographs that you have captured at some point with different facial expressions only to review them later. Although it is a snapshot, yet we can interpret multiple meanings from the facial expression on the photo to identify whether the mood of the person was happy, sad, energetic, lazy etc.

Check your progress:

1. What does kinesics refer to?

2. Give examples of facial expression.

3.2.2.2 Paralinguistics:

Paralinguistics refers to spoken communication through changes in the rate of speech, accent, volume, voice modulation, fluency, or pitch. It is not only what is being said that is important but how it is being said is also equally important. Now let us understand this with an example, “Come here!” can be said authoritatively or endearingly entirely depending on the tone of the voice of the sender.

3.2.2.3 Artifacts:

The environment and the objects around us are included in artifacts. Here surroundings consist of multiple things like one's personality, body shape, skin colour, smell, clothing sense etc. or objects like carrying a watch, pen, comb, jewellery, or books. These artifacts often add meaning to the communication. They play an important role in creating a strong impression of a person in the eyes of others. These artifacts help the audience to analyze us in a better way.

3.2.2.4 Proxemics:

Did you ever notice someone sitting or standing very close to you while talking? However, not everyone has the same reaction to this scenario. Some may be okay with it while others may consider it uncomfortable or even an offence. This aspect of distance is known as proxemics in non-verbal communication. It is something that is articulated through a range of physical phenomena of communication known as proxemics. In other words, it may also be called 'space language.' Here space refers to the distance maintained by the sender of the message with the receiver of the message in oral communication.

Proxemics studies how through various space zones we communicate with others. Space zones can be classified into different zones like intimate zone, personal zone, public zone, social zone, etc. A description of these zones is mentioned below:

Intimate zone: **(0 to 1.5 feet)**

Personal zone: **(1.5 to 4 feet)**

Social zone: **(04 to 12 feet)**

Public zone: **(12 feet or more)**

Intimate zone: (0 to 1.5 feet)

Only confidential communication is allowed in the intimate zone, which has a distance of 0 to 1.5 feet. In this zone, only close friends, family members, relatives, and intimate partners are authorized. When people are in this zone, we cannot ignore or neglect them. People might share a different level of comfort with one another in this type of zone. In some situations, the void created by the closeness can be relaxing, while in others, it can be irritating.

Personal zone: (1.5 to 4 feet)

The personal zone is a four-foot radius around our physical body. It is only for friends, coworkers, and peers. This is where the majority of our communication takes place. This zone's distance can range from 1.5 to 4 feet. If a stranger enters the personal zone, he or she may feel uncomfortable, much like in the intimate zone.

Social zone: (04 to 12 feet)

In business transactions, meeting new individuals, and dealing with groups of people, social distance can be maintained. The range of social distance is 4 to 12 feet, and it is apparent that it varies depending on the situation. It can be utilized among strangers meeting for the first time or among people not well-acquainted with one another. People are quite precise about the social distance they maintain, and they never make physical contact with one another inside that space.

Public zone: (12 feet or more)

The conversation that takes place in the public zone is formal rather than intimate. This is the least personal of the four zones, and it is typically used when a person is giving a formal speech and is standing away from the audience to allow the audience to see, or when a high-profile or powerful person, such as a celebrity or executive, maintains such a distance as a sign of power or for safety and security reasons. People's perceptions of what the "proper" sort of distance should be in a given context strongly impact each of the previous types of proximity.

Check your progress:

1. What is proxemics?

2. What is personal zone?

3.2.2.5 Chronemics:

Chronemics refers to the use of time in non-verbal communication and is related to the aspect of punctuality. Chronemics shows how disciplined and serious you are about matters. Punctuality is valued differently by different people. Now presume that you are working in a multinational company and there is a meeting scheduled at the managerial level. These managers are from different countries. Some of them may arrive early before the meeting would even start, while some of them may join when half of the meeting is over. This could create a bad impression about the latecomers. Therefore, it should be properly valued. People who waste time are considered inefficient and lazy. Hence, chronemics is also an essential aspect of non-verbal communication.

3.2.2.6 Haptics:

The term "haptics" is a technical term that refers to the sensation of touch. It is a science that studies human contact through touch. Touch can convey affection, familiarity, sympathy, and

a variety of other feelings. Handshakes, shoulder pats, holding hands, and back pats are all examples of non-verbal communication. Touch, also known as haptics, is a type of non-verbal communication that occurs when we come into physical contact with another person. Shaking hands, for example, is a common way to establish trust and introduce oneself. The context of the situations, the relationship between communicators, and the technique of touch all influence the meaning transmitted through touch. In some cultures, and societies haptics may be looked down upon or there may be certain reservations about touch.

3.2.3 Let Us Sum Up:

Humans are distinguished from the rest of the animal kingdom by their ability to communicate meaningful concepts from one person to another. Therefore, this Unit emphasizes the significance of verbal and non-verbal communication. In intercultural circumstances, non-verbal communication is very important. As the saying goes, “action speaks louder than words.” Verbal communication is crucial since it is the foundation of any society. People can work successfully within a society and understand one another because of this information transfer and sharing. Non-verbal communication helps to communicate with people who are hard of hearing. Generally, deaf people convey messages through movements of hands, fingers, and eyeballs etc. Non-verbal communication never produces any sound so it helps to communicate in a place where you are supposed to keep silent.

3.3 Learning Outcomes

Upon the completion of this Unit, you are expected to identify different means of communication, distinguish between verbal and non-verbal communication, and understand the importance of verbal and non-verbal communication in day-to-day life.

3.4 Glossary

Oral:	spoken verbally
Gesture:	a movement of the body parts made to emphasize something
Tone:	the pitch of the word that distinguishes a difference in meaning.
Exhibit:	display, show
Disappointment:	sad, disgusted

Suspicious:	uncertain, doubtful
Presume:	imagine, suppose
Frown:	sulk, resentful
Crisscrossed:	with legs crossed
Seldom:	occasionally, rarely
Comprehensive:	broad, inclusive
Advantage:	fruitful, beneficial

3.5 Sample Questions

3.5.1 Objective Questions:

1. Formal communication is used with officials. **True/False**
2. Handshake is part of verbal communication. **True/False**
3. Written communication is also a part of verbal communication. **True/False**
4. The communication that takes place one on one is called_____.
5. The word haptics is related to _____.
6. Chronemics deals with _____.
7. Proxemics deals with_____.
8. The general space that should be maintained in an intimate zone_____.
9. Carrying a pen, comb or a watch is a part of _____.
10. Eye contact and facial expression are a part of _____.

3.5.2 Short Answer Questions:

1. Define verbal communication.
2. Explain the importance of non-verbal communication.
3. What is meant by 'gesture' and 'posture' in non-verbal communication?
4. What is synchronous and asynchronous communication?
5. Write a short note on the importance of written communication.

3.5.3 Long Answer Questions:

1. Differentiate between verbal and non-verbal communication with examples.
2. What important aspects of non-verbal communication are included in kinesics?
3. Write a note the following:
 - a) Chronemics

- b) Oral communication
- c) Interpersonal communication
- d) Public communication

3.6 Suggested Learning Resources

1. Aakash. *Verbal & Non-Verbal Communication*. Aman Publications 2010.
2. Kaul, Asha. *Effective Business Communication*. PHI Learning Pvt. Limited. 2015.
3. Mehrabian, Albert. *Non-verbal Communication*. Routledge, 2007.
4. Rizvi, M. Ashraf. *Effective Technical Communication*. McGraw Hill Education Pvt. Ltd. 2018.

Unit - 4: Writing

Structure

- 4.0 Introduction**
- 4.1 Objectives**
- 4.2 Writing – Business/Technical Writing**
 - 4.2.1 Report Writing**
 - 4.2.2 Memo**
 - 4.2.3 Circular**
 - 4.2.4 Orders**
 - 4.2.5 Agenda**
 - 4.2.6 Minutes**
 - 4.2.7 Conclusion**
- 4.3 Learning Outcomes**
- 4.4 Glossary**
- 4.5 Sample Questions**
- 4.6 Suggested Learning Resources**

4.0 Introduction

There are four key language skills, i.e., Listening, Speaking, Reading and Writing. These vital linguistic skills need to be mastered to hold impressive, meaningful and sound communication, either in writing or in a spoken form. Research has proven that every skill has its own significance in order to establish good communication, whether written or oral. However, to be considered for the employment prospects or while being examined as a student towards the end of the term/semester, more emphasis is laid on writing skills because writing is a mode that you use to express the comprehended knowledge. In addition, when it comes to business communication, it is more evident that not only speaking but also proficient writing is a skill that is sought after by the employers since the professional world survives on the written correspondence for the routine exchange at the intra/inter-organizational level. Written communication takes place via written reports, memos, notices, circulars, orders, agendas, minutes, etc. Therefore, writing, especially business/technical writing, is a professional skill that ought to be mastered, should you desire to excel in your professional career.

There are a few significant aspects that the aspiring learner should consider while honing the writing skills, especially business writing skills. The written draft should be tailored in a proficient, detailed, comprehensive, and well-researched manner. It is of vital importance that the recipient should acquire the intended information as clearly and succinctly as it has been written. No ambiguity or confusion should be created between the intent of the written information and the perceived information. The document should be prepared in a structured and systematic way for the recipient to comprehend the message exactly as intended by the writer.

In order to become an effective writer, one must keep in mind certain key pointers. The message/document must be drafted considering the prospective audience. The choice of vocabulary, tone, structure, level of complexity, order of the draft, and the overall comprehension of the draft should be designed accordingly. In addition, the ideas should be presented tactfully and in a linear form that follows the mindfully organized structure. Especially when statistics are mentioned, instead of merely sharing individual opinions, care should be taken to see to it that they are backed by factual data. Your written draft should be prepared in an error-free manner that in turn will also showcase your confidence. Once the draft is prepared, it should be proofread and edited, if needed, prior to sending/submitting it further. The general tone of the document/draft should be set according to the information it contains. For instance, professional reports are generally prepared in a research oriented, simple and factual, approachable and convincing tone, whereas other documents such as memos, circulars, orders, agenda, and minutes can be prepared according to the prescribed specifications. In addition, fundamental nuances, like grammar, spelling, punctuation, and suitable hierarchy must always be taken care of with reference to any written assignment that is carried out in English. Business or technical writing generally requires an essential key skill for a professional employee for being able to handle communication with the co-workers in the organization or from other organizations, with senior or junior employees, while trying to build an amicable professional relationship. A formal document is prepared using the most commonly used format such as, font type - Times New Roman, font size -12, line spacing – 1.5, A4 size page, alignment – justified, and margins – 2.54 cm on all four sides.

This Unit shall elaborate on the specific aspects that need consideration while preparing different business-related documents, such as reports, memos, circulars, orders, agendas and minutes.

4.1 Objectives

The objectives of this Unit are to:

- familiarize you with the significant skills of communication, particularly business writing skills in English
- enable you to understand and master the process of written/business communication
- make you comprehend, understand and become skilled in the process of written communication, to facilitate and improve their interpersonal skills
- enable you to be able to master business writing skills

4.2 Writing – Business/Technical Writing

4.2.1 Report Writing:

Reports are formal in nature. These are professional, detailed, factual, structured and well-researched documents. Every statement written is verified and double-checked prior to its final submission. Reports are written in a clear, unambiguous manner and state facts. These documents either focus on a singular situation/instance/event or offer detailed notes on the entire company/organization.

Reports are generally prepared in an objective descriptive style. Subjective opinions or views are best avoided in business or professional correspondence. A formal report should remain impersonal and objective in nature where the focal point should be the event, topic or organization. An official document such as a report is also considered as an examination of a selected issue/event under consideration, set of specific circumstances or fiscal operations related to the overall monthly or annual performance of the company.

A good report will fundamentally present an overview of a select event, topic or aspect in a structured manner. It will present the research-based facts, information on different points of view on an aspect, detailed list of findings, followed by the conclusion. It is written using technical/formal vocabulary, uncomplicated and easily understood sentences, following a general/organizational formatting structure (most renowned companies follow their own structure to prepare any formal document), appropriate examples, while excluding any unnecessary information or examples from the document, especially considering the target audience.

The business or formal report fundamentally follows a common structure as mentioned below:

- A Title Page
- Executive Summary
- Table of Contents
- An Introduction
- The Main Body
- The Conclusion
- Recommendations
- References
- Appendices

Therefore, reports are significant formal documents that should be prepared mindfully. Every statement mentioned in the report is fact-backed, correctly and clearly written to avoid any kind of ambiguity in the understanding of the reader.

Check your progress:

1. Define report writing.

-
2. Mention one aspect that must be considered while writing a technical report.
-

4.2.2 Memo:

Memorandum, which is generally known as a ‘memo’, is a formal/technical document that is generally used for an intra-organizational correspondence. Memos are used by colleagues from different sections, units or departments of the same company for holding formal conversations, making an announcement, issuing a notification, or sharing information of any kind. They are characteristically used for short messages of about one or less than one page. Memos are the traditional written documents that have been in use to share information for decades. Despite being in use as one of the oldest methods of exchanging, sharing or circulating information, they are never out of fashion. However, in the era of internet, in order to stay updated, these days e-memos are prepared and circulated. These days the organizations have an intra-e-connectivity that connects all the computer systems that are connected to the cloud, which enables easy and direct share, exchange or circulation of the information. In addition, it should be noted that memos have mostly been used in the government offices, educational institutes and

public governing bodies as an effective and simple mode of sending or receiving important information to either a person or a large group of specific or general audience of recipients.

Memos generally begin with a header containing information such as Date, Time, To, From and Subject line, sometimes including RE (“Reference”). Memos, like any other written formal documents, can be prepared in different formats or structures, depending upon the organization or institution that is using them. However, the most common format generally includes the following main points that are typically used to prepare a memo:

- Date – Current date of preparing and distributing of the memo
- To – Lists the recipients of the memo
- From – Information of the writer with his/her professional designation
- Subject – Generally the key (a brief and concise) point for which the memo is prepared and circulated

The above-mentioned list of titles/items may vary in formatting and order depending upon the specifications of an organization or the information shared. Generally, this is the most commonly used order unless the company has its own style preferences. Please check the sample example of a memo that is produced below for your understanding.

If looked at closely, the sample memo provided below also has ‘some additional points’ provided in the box for the reader, and especially a new learner, to understand how to effectively write a technical write-up and what the key techniques are that may come in handy while doing so. For instance, the introductory paragraph is clearly relating to the subject line, however, it smartly keeps the bad news hidden and gives a first good impression. Also, the introductory paragraph sets the pace for the following not-so-good-news for its readers. The following second paragraph gives additional information on the benefits that have been provided to the employees from the company, also providing some hints of the following news that may prepare the reader for some unfavourable news in the later part of the memo. In line with the background prepared as mentioned above, the third paragraph now reveals the key information which might not be appreciated by the employees, hence, wrapping it up with some positive statements. The final paragraph of the memo ends with an action news with a ‘forward-looking statement’. This is an absolutely brilliant example for the beginners to understand how words are chosen wisely to convey the message while ensuring a less-impactful manner that will not disappoint the reader in the very moment. Therefore, as they say, writing, especially, formal writing is a skill that requires

polishing and brushing up very often to stay up-to-date with the advanced times and technologies.

Memorandum

Date: October 10, 2021

To: All the Employees

From: Director, HR

Subject: Change in office timings

As you are aware, in the month of September, we had experimented with staggered timings of seven-and-a-half-hour duration for each floor of the office building to overcome parking issues.

The staggered timings were useful in facilitating parking to the employees while the two levels of parking in the Parking area were under renovation.

The cooperation of everyone in the implementation of staggered timings is appreciated. To make up for the lost time during this period, it is decided to change the office timings. Accordingly, w.e.f. November 1, 2021 the office be from 9 to 6 pm.

A meeting is scheduled on Monday at 11 am to discuss the implementation of new office timings.

Check your progress:

1. What is a memo?

2. Why is a memo prepared?

3. What purpose does a memo serve?

4.2.3 Circular:

The circular is a formal and official document that is used to share/address/circulate official information to the assigned group of people. Every organization uses multiple modes for inter or intra-level of official communication. It could be between the seniors, the seniors and the juniors, intra-department, or inter-department. Effective and swift modes used for conveying correct communication/information play a vital role in leading the organization towards success.

Therefore, different methods and modes are used to pass on the official information in the organization, irrespective of the size of the company.

Essentially, a circular is a formal letter, which is issued by the higher authority or the senior-most position holder to circulate important information to a larger group of members or employees at a time. It is generally emailed or distributed by hand among the members of the organization. For instance, circulating information on an updated policy or a meeting to discuss some key agenda, or a recently changed or introduced law of the company are a few examples where a circular letter can be used handy. In addition, since the document is issued by the highest governing body, the authenticity, correctness of information, grammatical accuracy, simply and unambiguously written information in a brief yet straightforward manner, are a few significant aspects that should be considered while preparing it as is the case with any formal written document. Circulars are prepared to attract the attention of a large number of recipients with an economical benefit on the part of the sender. Circulars also play a significant role in spreading information as part of a marketing strategy. Therefore, they are mostly used by the large marketing agencies and small business owners alike (since they are cost-effective in nature), at the local, regional, national and sometimes international levels (especially with the advent of internet technology).

In addition, circulars can also be used as tools to accelerate marketing these days. These detailed circulars can contain significant information about the product or policy. They can be distributed widely at a time to a larger audience. One of the key features of writing circulars is their capacity to reach out to a larger group of correspondents simultaneously. Whether it is the intra-departmental group, inter-departmental group or the wider common populace, it always serves the purpose.

The advantages of a circular in an organization are many. It is economical or if circulated via any electronic mode, such as, sending a bulk email, is almost a free-of-cost way of sharing official/ marketing information to a large group of recipients or customers at one point in time. In addition, only one person sitting on a computer system can complete this task instantly unlike the traditional methods where the matter first goes for printing, then to the regional distributors, then to the local distributors and so on. Hence, the traditional method is time consuming with much monetary investment. In addition, the e-circulars save time and energy by reaching out to the larger populace at a time. They can also be used as handy advertising or marketing tools that can be distributed as pamphlets.

Please find below a sample circular that refers to the announcement of the opening of a new branch in the city.

CIRCULAR

22 September, 2022

This is to inform all the divisions that our Company has opened a new branch in Dehradun. The Dehradun branch will be fully functional from October 1, 2022. It will be headed by Mr. R. S. Khan, Branch Manager. The office address and contact details are:

Amnesty Services Pvt Ltd
Branch Office
2nd floor, MVM Plaza
Street No 10, Dehradun
Email: amnestyDH@gmail.com
09012345600

Sd/-

General Manager

Check your progress:

1. What is a circular?

2. Is a circular an official letter?

4.2.4 Orders:

Office Orders are formal letters that are used to convey a decision from the higher management level to sub-ordinates in an office or organisation/institution. There is another type of Order that is used to place an official order for the products or items you would like to purchase for the company or an organization. They contain the details of the products or items in a systematic manner as they are expected to be received, for instance, customized specifications are significant aspects to be used while preparing such office order with utmost accuracy and consciousness. They also contain official instructions or precautions to be followed during the

process of placing an order or receiving the delivery of the purchased items from the manufacturer or the distributor. You will read more about this in Unit 8.

The order letters are quite common letters that are prepared or written almost on a daily basis in industries or organizations. However, they are highly formal by nature, hence, should be prepared in the prescribed format (of the organization or generally acceptable and followed one), structure and manner. It should be written in technical jargon (language/terminology). It should be brief, to the point and must exclude all the unnecessary information. It should convey the information as expected to be comprehended by the reader. The letter must be prepared with utmost grammatical and punctuation accuracy. It should include all the necessary information, including the attachments, if required.

In the case of placing an order letter, you should remember that it should enlist the agreed-upon terms and conditions by both parties for the purchased items. They should mutually benefit the involved parties. The kind of information that such letters generally contain includes specifications for the product; quantity; the price that was decided by both parties; schedule of the time and delivery; legal aspects involved, again with the mutual agreement - in case of late or no delivery, delivery of faulty products or different products or less or no payment as decided for the purchase and so on. In addition, a formal tone should be maintained while preparing order letters. The writer should not get too personal or sound too rude while writing the letter. The writer should maintain politeness that is a vital aspect in maintaining any formal relationship. You will read more about such letters in Unit 8. However, in this Unit, we will discuss how to draft Office Orders. A sample order letter is given below for your reference and understanding.

BY ORDER

It is hereby informed to all concerned that the employees proceeding on official tour must book their flight tickets through the Department of Finance only. Bookings from airlines/travel agencies by the individuals themselves shall not be reimbursed.

Sd/-

Director

Check your progress:

1. Why are office orders issued?

2. Should office orders be prepared in a formal manner?

4.2.5 Agenda:

Business correspondence or business meetings are always kept in order and follow a fixed schedule. Business meetings or any formal meetings also follow a pre-decided order, have a line-up of topics ready and are already distributed among those who are expected to be joining the meeting. Nothing in the business or formal world goes without a schedule and pre-set order. In line with that, the agenda for a meeting is a document that enables the schedule preparation finished before the meeting begins. Agenda, which is also referred to as a docket or simply schedule, is a document that carries a list of issues, activities or points in an order as they are going to be taken up for the discussion during the meeting. In a nutshell, an agenda is a pre-prepared list of the course of the meeting from the beginning until the adjournment (end).

An agenda is a document that helps to set the meeting in order and limit by enlisting a number of fixed topics, items or issues to be taken up during the meeting. Those topics or items are also described with a fixed time duration assigned to each topic depending upon its importance and relevance. Therefore, an agenda includes an arranged and organized list of topics, the sub-topics (if there are any), objectives and aims with a concise time-frame allocated for the discussion and of the course of an entire meeting. The agenda is prepared as soon as the meeting is announced and circulated among the prospective attendees before-hand. Such a document enables every attendee to come to a business meeting prepared while adjusting their own schedule accordingly. Thus, an agenda ensures that the meeting is run in a smooth and systematic manner.

An agenda includes some important key elements as necessary components to be included in the document. First, it includes the basic information such as a list of attendees with their professional designation; time, venue and date of the meeting; and any other requirement that is expected from the attendees or participants. Second, it should have a list of topics mentioned along with the presenter and a brief of the topic. Third, a clear aim or objective for each item/topic or a general objective of the meeting should be clearly mentioned. Last, it should leave some room for the topics that might take some extra time than assigned or the extra topics that are not included in the agenda or any other relevant topic that could be raised during the meeting. Hence, by preparing a systematic agenda of a meeting, the desired outcome or aimed goal can be set and achieved in the end. Therefore, it can be said that an agenda is a document that is prepared before a meeting takes place. Its circulation among the participants ensures smooth conduct of the meeting while aiming to achieve the set objective in the end.

Please check out the sample model below, of a business meeting agenda that is presented for your reference.

Meeting on Change in Office Timings scheduled on October 1, 2022

Agenda

Opening Remarks: Director, HR - Mr Ghousuddin Pasha

Address: Manager, HR - Mr Joseph Jose

Report: Office Supervisor - Mr Siraj Ali

Discussion: Moderated by Asst. Manager, HR - Mr Ravikanth Rao

Closing Remarks: Chief Administrative Officer - Mr Mohammed Aayan

Vote of Thanks: Office Superintendent - Mr Anand Sharma

Check your progress:

1. What is an agenda?

-
2. Why is an agenda prepared?
-

4.2.6 Minutes:

Minutes are also referred to as minutes of a meeting, protocol or running notes taken during the meeting or instant notes or written records of the meeting. These are the current and updated records of the meeting prepared to understand the course of the meeting. Minutes carry or highlight the key issues that are discussed during the meeting, in line with the proposed agenda, important motions proposed or voted on and the activities that are conducted during the course of a meeting. It also notes some topics that were not discussed, or some new topics raised or discussed instantly during the meeting, despite not being mentioned in the agenda. In addition, it also mentions if the time-duration was extended while recording the presence and absence of the attendees or participants.

Minutes, in a nutshell, is a document that can give a clear view of the meeting that was held, including the detailed discussion, decisions taken or withheld, topics discussed, time taken for each topic and its elaborate or brief discussion, the participants and their stand-in-favour or against-a-motion or vote, some new relevant issues raised and the decisions taken on those, including the list of remaining topics that were left to be included in the next meeting and so on. The minutes of the present meeting may also carry information of the previous meeting, its concluding remarks and motions to be included in the present meeting. Similarly, minutes of the

present meeting also includes information of the next meeting, planned venue, time, and date, and a list of topics to be discussed with a list of attendees.

There are some important structural aspects of information that must be included in the minutes of the meeting. They are as mentioned below:

- A clear title should be prepared.
- Date, time, venue of the meeting should be mentioned.
- A list of the participants should be mentioned.
- A separate list of present and absent participants should also be mentioned.
- Purpose or objective of the meeting should be clearly written.
- A list of clear agenda or items must be prepared, besides the topics discussed and decisions taken.
- A list of topics that were not discussed, despite being in the agenda
- Any other additional relevant topic and discussion, or decision taken
- Actions/votes/motions passed during the meeting
- A list of participants agreeing or disagreeing with different motions passed or not passed

Please find a sample model of minutes is given below for your reference and understanding.

Minutes of the Meeting held on 11 February, 2020 at 10:30 am to discuss the issue of notification for job applications.

A Meeting of the Heads of Divisions was convened on 11 February, 2020 at 10:30 am to discuss the issue of notification for job applications for 2020-2021. The following Members were present:

Mr. Sirajuddin Ahmed

Ms. Sabiha Khatoon

Mr Arun Kamal

Mr Mohan Raju

Ms Kate Joleen

Mr Motiwala Pestonji

Ms Kavita Raghu and Ms Raheema Khanam could not attend the meeting due to ill-health.

At the outset, Mr Sirajuddin Ahmed welcomed the Heads of the Divisions. He apprised them that the company proposes to release job notification for Freshers for the 2020-2021 financial year and requested each division head to present the requirement.

After detailed discussions and deliberations, it was resolved that each division Head will consult other Members of their Division and present the requirement along with justification on or before 18th February, 2020.

The Meeting ended with a vote of thanks proposed by Kate Joleen.

Check your progress:

1. What are meeting minutes?

2. Why are Minutes of Meeting (MoM) prepared?

4.2.7 Conclusion:

Different kinds and types of business documents are essential written drafts. They hold a significant place in the smooth running of an organization, and the preparation and sharing information of a business/professional meeting or submission of the written record of the same. The documents such as business reports, memoranda, circular letters, order letters, agendas and minutes are significant written documents that require proficiency and expertise of the writer. These are the documents that hold central significance in maintaining key records of the meetings held, smooth conduct of a professional written conversation, while at the same time keeping records of every step in the form of professionally prepared documents, such as reports, memos, circulars, orders, agendas, and minutes.

Business writing or technical/professional writing is an essential skill that is in demand these days. This is a skill that ensures that a prospective employee is not only an excellent communicator when it comes to holding an oral conversation but is equally skilled at preparing nuanced, formal, technically accurate and well-researched written documents. Business writing is simple, accurate, and a brief summary while avoiding unnecessary lengthy write-ups or explanations, prepared using business jargon, inclusion of only required information, exclusion of any unnecessary information, elaboration or examples, a well-structured and well-formatted draft, details of information included in an apt hierarchical manner, a well-researched document which is updated and upgraded with other significant details are some aspects that are applicable to different degrees in different documents.

Therefore, formal writing is considered as one of the essential professional skills that requires constant and persistent efforts on the part of the writer to improve and get better at it.

Check your progress:

1. Why are different types of formal written documents prepared?

2. How do these documents serve the purpose of sharing the official information?

4.3 Learning Outcomes

At the end of this Unit, you should have learned the importance of writing a professional document during the process of written communication. You should have also understood how writing a technically sound and accurate written document can improve your chances of getting placed soon and at a better place. You should also be able to draft reports, memos, orders, agenda and minutes.

4.4 Glossary

Jargon:	A technical terminology unique to the particular subject/area of expertise, here, business or formal or technical jargon
Memorandum:	A short note or notice used in the business environment
Technical writing:	Writing related to a particular discipline, here, business writing
Format and structure:	The form of presentation of something, here, a formal document, such as report, memo, circular, order letter, agenda, and minutes
Adjournment:	An act of ending or suspending an event, here, meeting
Business writing:	Commercial or formal writing
Acknowledgement:	An act of admitting the knowledge of someone's skills or some official information
Apprehension:	The act of seizing or expressing anticipated ideas, especially unfavourable ideas

4.5 Sample Questions

4.5.1 Objective Questions:

1. Listening, Speaking, Reading and _____ are language skills.
2. Business writing is informal. True/**False**
3. Reports are generally prepared in an _____ descriptive style.
4. Memorandum is the full form of _____.
5. The Meeting ended with a vote of _____.
6. The minutes of the present meeting may also carry information of the _____ meeting.
7. Agenda, which is also referred to as a _____.
8. Formal writing is considered as one of the essential _____ skills.
9. Office Orders are formal letters that are used to convey a _____.
10. Minutes of a meeting are _____ among the participants, once prepared.

4.5.2 Short Answer Questions:

1. What key sections should be included while preparing a circular? Mention two benefits of the same.
2. What points should be included while preparing an official report? Write an answer with suitable examples from the chapter.
3. Why is formal writing considered an essential skill to be learned by a prospective employee?
4. What essential aspects should be considered while preparing minutes of the meeting?
5. Who prepares minutes for a meeting?

4.5.3 Long Answer Questions:

1. Write a detailed note on agenda and Minutes of Meeting with suitable samples.
2. Prepare three circulars on different topics of your choice.
3. Explain report writing in detail. What is an office Order? Draft a sample office order.

4.6 Suggested Learning Resources

1. Cleland, J. K. *Business writing for results: how to create a sense of urgency and increase response to all of your business communications*. Diversion Books, 2014.
2. Davidson, W. *Business Writing: Proven Techniques for Writing Memos, Letters, Reports, and Emails that Get Results*. St. Martin's Griffin, 2015.
3. Davis, K. W. *Business writing and communication, 2010*.

Unit - 5: Electronic Writing

Structure

5.0 Introduction

5.1 Objectives

5.2 Electronic Writing

5.2.1 SMS Writing

5.2.2 Fax Writing

5.2.3 Email Writing

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5.3 Learning Outcomes

5.4 Glossary

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5.6 Suggested Learning Resources

5.0 Introduction

The fundamental knowledge of the English language, especially with reference to Listening, Speaking, Reading, and Writing (LSRW) skills, is the first step towards improving the writing skills. Writing is considered a key skill amid four major macro skills because whether it is an examination or a written test for a job, a candidate is judged mainly based on the level of technical writing skills she or he possesses. The more refined your formal/business/technical writing skills, the more chances you hold to get better marks or be selected for your dream job.

Business or technical electronic writing skills require proficiency with updated technology. Today everything is ruled by technology, and so is the business world. The knowledge and polished command in the application of technical skills can help you establish a strong professional identity. In addition, business is done, profits earned, and information spread, all carried out using the computer screen or mobile phone from the comfort of your home. It just requires apt knowledge and usability. Electronic writing expertise is a current skill that is an in-demand professional skill today, along with degree and diploma certificates.

Electronic writing is an umbrella term. It includes multiple types and kinds of writing. However, the current Unit will specifically discuss select writing components, namely, writing SMS, email, fax, e-marketing posts, poster presentation and PowerPoint presentation. Each of this type of professional documentation requires practice and expertise in drafting appropriately. For instance, SMS and fax are commonly used electronic tools/applications used to exchange information, share bulk messages to the customers and help potentially in the progress of the company with minimal financial investment. However, they are the briefest type of written documents that need to be written with a limited number of characters. Email and PowerPoint Presentations are other handy and useful electronic software that are used daily across the world for serving multiple formal purposes. They are also electronic aids that require a professional writer/presenter who can use such software to create an excellent image of the organization as a professional company. A well-prepared email and Power Point Presentation is proof that the company is interested in progress and has highly professional and skilled employees. Similarly, e-Marketing posts and poster presentations are important technical tools that require a skilled hand to create, manage and circulate them for the benefit of the company.

All the above-mentioned electronic writing types require some common general skills, such as, awareness and practice of using basic applications like MS Word and PPT. In addition, today there are multiple free applications available in the market that can be downloaded and used to prepare an excellent PPT, e-Marketing posts and posters for presentations. In addition, an electronic formal document is always prepared using the most commonly followed format such as font type - Times New Roman, font size -12, line spacing – 1.5, A4 size page, alignment – justified, and margins – 2.54 cm on all four sides in MS Word. However, this may vary from one company to another. Besides the knowledge and practice of writing technical documents, considering usage of formal vocabulary, ability to write brief and concise notes, skill to mention key aspects in a succinct copy, and familiarity with correct grammar and punctuation rules are considered an added advantage.

Therefore, this Unit shall elaborate on the specific aspects that need consideration while preparing different business-related electronic documents, such as SMS, email, fax, e-marketing posts or reports, poster presentations and PowerPoint presentation at length with suitable examples for your reference.

5.1 Objectives

The objectives of this Unit are to:

- familiarize you with the significant skills of communication, particularly business writing Skills in English
- enable you to understand and master the process of written/business communication
- make you comprehend and become skilled in electronic written communication to facilitate and improve their interpersonal skills

5.2 Electronic Writing

5.2.1 SMS Writing:

SMS is an acronym that stands for ‘Short Message Service’. This is a text messaging service that enables easy, simple and direct share and exchange of information. By using standard device protocols, it facilitates the exchange of information between two mobile phones. However, SMS is a brief text message. It allows the usage of only 160 characters in one text message. It is automatically converted into more than one message, if the limit is exceeded.

SMS has been used by business organizations or other institutions to reach out to the masses, with a simple click at one time. It is considered one of the quickest and simplest ways where technology can be used for business advantage. This is also a very economical tool where with the least investment, the organization will be able to reach out to a large chunk of targeted customers. In addition, no added technical knowledge or skill is required to write a formal or business SMS. However, since this is a short message service, it is evident that the writer has to possess good writing skills. The writer should be able to put the message in a concise manner, while ensuring that the key information is conveyed as intended. The message should be presented in a brief, simple yet clear manner, because SMS targets larger masses, where the reader might not be literate all the time. Even the literate reader may not show interest in reading a ‘forwarded’ bulk SMS. Forwarded or bulk SMS means the kind of information which is shared with the larger section of common and targeted consumers by an institute, company or organization. Therefore, it is of vital importance that the SMS sender (here, writer) is skilled enough to serve the purpose by writing the needed information in the simplest possible manner to catch the attention of the targeted common audience.

There are a few aspects that will require consideration while writing an SMS. Earlier it used to be a paid service, but these days it is a free service. Hence, more and more organizations, start-ups and other varied kinds of business-oriented institutions/companies are extensively using it as a promotional message. Hence, on an average, a consumer gets more than one message daily, which they most of the time overlook or delete without sometimes even reading it. Hence, it is a skill of the SMS sender how in fewer words, attractive and customer-friendly information is shared so that the potential customer pays attention.

Check your progress:

1. What is the full form of SMS?

2. Why is an SMS written?

5.2.2 Fax Writing:

Fax messaging is also known as ‘telecopying.’ It is a short message. To elaborate the short message further, it is a telephonic transmission of scanned-in printed material, such as texts or visuals, that is often sent across to a telephone number which is linked with a printer or any such kind of output device. The fax machine that receives the information then reconverts the coded image into a printable paper copy of the shared information. Fax messages are short messages that are one of the modes used to share information, mostly in a professional environment. However, with the advent of advanced technology, today, fax messages are not much in fashion or usage but they are still used in certain organizations.

Drafting a fax letter is a skill. Not everyone can do it. To draft a fax letter, one may require some basic and important official information handy. For instance, to type a professional fax letter the following details are required: The name of the organization that is drafting the fax message/ fax letter and the recipient organization that will receive the fax. Full address of the organization is required along with the telephone/mobile phone number, fax number, and email address. After collecting this information and keeping it handy, one should also have the skill of sending a fax message using the fax machine. To begin with, the sender company’s name can be followed by a colon. Then will come the mention of the recipient company and its information. A fax message is always accompanied by a fax cover sheet. It is a very important document to ensure that the message reaches the intended recipient. Because in large organizations or companies, one fax machine could be used by multiple employees. Hence, unless the receiver

credentials are clearly stated, there are chances that the message goes missing or is lost or may get delayed in reaching the intended addressee. The detailed format of writing a fax letter is provided below along with a comprehensive list of items that should accompany it, according to 'Fax Solution Blog',

- Date/Time. This can be vital for time-sensitive information. A traditional fax machine will print the date and time of transmission along the top of the fax, but if the fax machine's calendar or clock is off, you want verification of when you hit "Send." With online faxing through eFax, the date/time will be included automatically.
- Sender's company info — company name, address, phone number, and fax number
- Sender's contact information — name, email address, and direct phone number
- Recipient's name and fax number
- Number of pages. This will let the recipient verify that they received all intended pages.
- A short message to the recipient (optional)
- A reference number or client ID to help you keep track of projects or messages (optional)

(Courtesy: <https://www.efax.com/blog/how-to-write-a-fax-cover-sheet>)

A formal and professional fax can have a fax cover sheet, cover letter, in addition to documents being faxed. Most companies have their own format of preparing a fax cover letter with a letter head. Such cover letters generally include basic information about the company, such as the company's name and other details. It is important to remember that at the end of the full draft, while mentioning the number of pages, the cover sheet is not missed out. It is also imperative to consider that the information shared is sensitive and should not be read by anyone except the receiver. Since the fax machines are generally kept as a common resource, there are chances that the message/fax can be received by anyone. Therefore, it is imperative to write **CONFIDENTIAL** on the cover sheet. So, no one would flip through it other than the anticipated receiver. A fax cover sheet is a simple information form whereas a fax cover letter is a detailed form that carries critical and comprehensive information. It is almost like writing a cover letter to be attached with your CV or resume for a job application. The fax cover letter is almost a replica of the cover letter that is attached with a resume or a CV, that is checked, prior to checking out someone's detailed resume. The fax cover letter also gives a glimpse of the kind of information

that is shared in the fax at length. Sometimes, the fax cover letter helps someone get ready to read about some huge financial loss or profit as quick information.

Check your progress:

1. What is a fax message?

2. What purpose does a fax serve?

5.2.3 Email Writing:

Email is an electronic mail. Email writing is an updated form of a formal letter. With the rapid advancement of technology, it has become a significant part of routine professional communication across the world. This can also be considered a system that facilitates sending, receiving, and sharing of information through electronic communication systems. It is the simplest and the most economical mode of written communication. This method is used to hold a conversation in formal, semi-formal, and sometimes informal type of communication. The format that should be followed for writing any of the above-mentioned types of email remains the same. The choice of vocabulary, tone of the overall message, and style of writing may vary depending upon the type of email that is being written. Especially, with reference to business communication, the language in a formal email should be technical, formal and unambiguous. The message or information should be presented in a simple, straightforward and easy to understand mode. Moreover, the main body of the email should be written in a concise and to-the-point manner, excluding any kind of unnecessary information. A common simple format of an email is shared below for your reference,

From: Sender's email id
To: Recipient's email id
Cc: Other individuals receiving the same mail with visible ids
Bcc: Other individuals receiving the same mail with invisible ids
Subject: Title or the reason of writing mail
Salutation: Words like Dear, Respected, Hi etc.
Main body: the main content of the email 1. Introduction 2. Matter in detail 3. Conclusion
Closing: Ending Statement
Attachments: Attached Files with emails
Signature Line: Sender's name, signature, and other details of contact

(Source:

<https://www.toppr.com/guides/business-correspondence-and-reporting/writing-formal-mails/conventions-sample-mails/>)

Certain additional information should also be considered while typing an email as described in the format above. For instance, the receiver's correct email address should be verified before sending. Two interesting terms CC and BCC should be understood and used accordingly, as and when required. CC means Carbon Copy. This option in the email is used when one email is sent across to multiple recipients and all of them receive the same email while being able to see email addresses of the other recipients. BCC stands for Blind Carbon Copy. This option is generally preferred when one email needs to be sent to multiple recipients, without disclosing other recipients. BCC is often used when a confidential email is written and sent across to multiple addresses at a time. Another important aspect about writing an email is, a subject line should always be written precisely and according to the details provided in the body of the email at length. Writing a clear subject line ensures that it is read by the concerned person in time and does not directly go into the Spam folder. People in the professional environment decide whether to read or open an email or not based on its subject line, because they do not have much time to read every email they receive during the whole day.

Check your progress:

1. What is an email?

2. CC in email stands for _____.

3. What does BCC in an email letter stand for?

5.2.4 E-Marketing Posts:

E-marketing stands for online marketing or internet advertising. This is a marketing strategy that revolves around the internet. It uses the internet, especially posts on social media, posts via email and posts via SMS as an important marketing strategy. This is a boon for those who wish to spread the information about their work, services, or products with the least or no monetary expenses involved.

E-Marketing is the latest trend today. It has opened up multiple doors for employment for those who have excellent writing and comprehension skills. The most common method of doing e-Marketing is via blogs (you may write at length about the services, products and other important information about your company), Instagram posts (where you may share the link and draw the consumers towards your official website), and email is the most common tool that enables the sharing with the masses in a single click. The companies officially hire e-marketing managers and freelance writers (for technical and creative writing assignments) on temporary or regular basis. These writers spread the official information for them. This has become a new method of working from home. This has also become a good tool for those who wish to earn with some part-time tasks because the writer is, sometimes, not required to be present in the office. The coordination is done mostly via email correspondence.

There are certain aspects that you should consider while writing the posts for e-marketing. These criteria apply, especially, when an email is used as a tool to spread the information. The first and foremost aspect should be the subject line of the email. It should be written in a catchy, concise, and straightforward manner. This is the first step, hence, unless the email subject is not attention-grabbing enough, the prospective consumer will not open the email and may delete it or it may directly go into the spam box. Emails or blog posts should be written in a personalized manner. They should be written for a targeted consumer group. Only then will it become interesting for them to invest their 3 to 5 minutes in reading those. The content in the email should be to-the-point, clearly understandable and systematically composed for the customer to understand what you are trying to express or what information is intended to be shared. Another important aspect that needs consideration is that the subject line should match the main content of the email. The main content should read like a detailed elaboration on the subject line. The relevance of the information is an important key, too. Such posts should always

focus on the benefits that the consumer is getting. It should be a customer-centric post. It should be a brief yet an informative post. At the end, contact details should be shared with the consumers for them to reach out to/contact the company or organization, or the link of the company's main website should be provided.

Thus, e-marketing posts are the most common and easily usable tools that are extensively used by companies, organizations and other institutes intending to reach out to the customers in the easiest and quickest manner with the help of technology.

Check your progress:

1. Why are e-marketing posts written?

2. E-marketing stands for _____ marketing or internet advertising.

5.2.5 Poster Presentations:

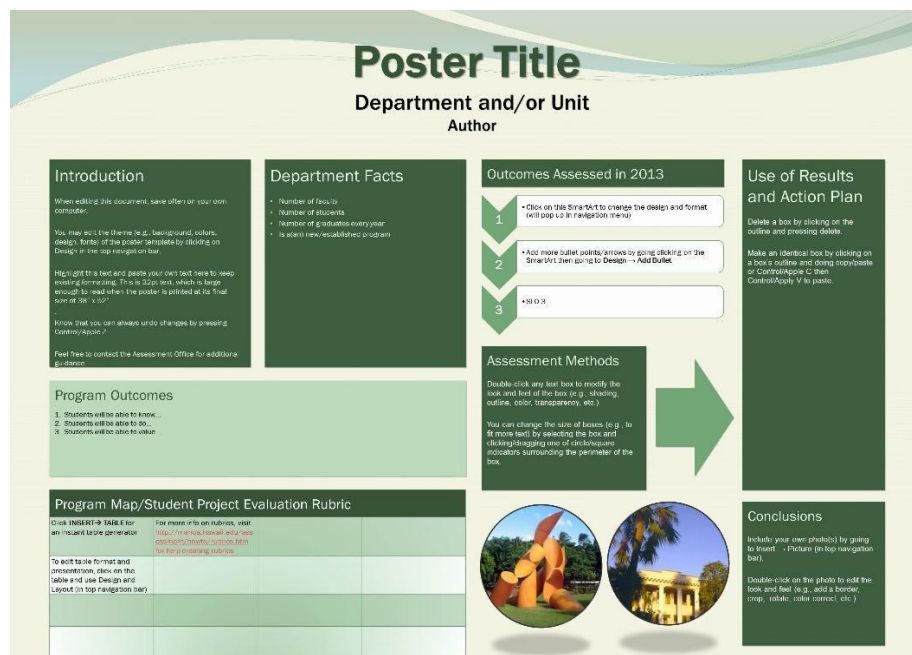
A poster presentation helps one to communicate the research-based, professionally presented information to the targeted audience in an attractive manner. It could be formal or informal, yet professionally well-researched and correctly written poster. A poster presentation is something that can be used as an interesting and handy tool for marketing. But it is also one of the key writing skills that is being tested in the examination in the college or university. A poster presentation is considered an effective way to express the poster maker's creative skills, writing skills, presentation skills, and colour-coordinating skills.

A poster presentation provides a visual presentation of the information that needs to be sent across to the larger audience. The information is not presented in mere paragraphs. On the other hand, poster presentation offers an opportunity to use suitable visuals, texts, charts and graphs including any other aid that is suitable to the presentation. A good poster can attract people to read what is intended to be addressed. However, a not-so-good poster that is prepared by an unskilled professional may fail to catch any attention, thus, failing to disseminate the information to the larger targeted group of customers.

A poster presentation may seem like an easy task but it is an intriguingly challenging assignment. It is appealing when prepared in the most fitting manner. Otherwise, it may not turn out to be useful at all. Some important points are as mentioned below,

- The title (details of product/service) should be presented in a readable manner that can easily catch the attention of the reader.

- The information about the company/organization should be written in a manner that can help the reader decide whether to trust the offered service/product or not.
- Most of the times a large group of customers buy a product/take the service based on the credibility of the brand or the reputation that the company has established in the market, hence, the advantage can be taken.
- The font type and size should be chosen considering the target reader; however, it is preferable that the font type should not be too stylish that makes the information difficult to read.
- The font colour should be chosen wisely; a dark background with light text should be avoided.
- The main titles and subtitles should be chosen wisely and in a readable manner.
- Information should be presented in a way that serves the purpose of what you intend to let the reader/customer remember after reading the poster.
- Make sure the visuals, graphs, or any images used are of high quality and remain the same when printed on the page.
- Avoid inserting too much text in the poster.
- Make sure to use some brief, easy-to-understand, and easy-to-remember tag-lines related to the product or service offered in the poster that will help you spread the information.



(Source: <https://in.pinterest.com/pin/763219468093193248/>)

The template of a poster is provided above as a sample for your reference.

In addition, there are multiple paid and free software tools available on the internet that will help you in designing the poster in the simplest manner. Most of the software are not difficult to use, if you know some basics. For instance, the uncomplicated and already available tool on the laptop or computer is Microsoft PowerPoint. Although it is generally used to make slides for presentations, the slide sizes can be altered and adjusted to the size that suits your purpose. PowerPoint already has options to insert image, text, graphics, alter and change font colour, background colour and many more such features.

A more professional tool that is generally used in the industries is Adobe InDesign. It is a design tool that enables users to insert texts, images, and design the document like a poster. However, it requires a fair understanding and practice on how to use it.

In addition, there are multiple other applications available that can be used to make posters, such as Canva, Poster Maker and Poster Designer, Cover Maker, Poster Labs, and Photo Posters, to mention a few.

Check your progress:

1. What is a poster presentation?

2. Why is poster presentation used?

5.2.6 PowerPoint Presentation:

Microsoft PowerPoint presentation is a presentation that is created on software that allows users to insert audio, visual, image, text, and many such features into a presentation. This software comes inbuilt in the Microsoft Office system. It can also be considered a convenient and easily accessible multimedia technology that can extensively be used to make an impressive presentation. Further, it may also be considered a tool for content sharing and collaboration purposes.

PowerPoint presentations are used in academics as well as on professional fronts. Especially at the professional workplace, PowerPoint presentations are prepared and used almost on a daily basis. As much as the preparation of such presentations seems easy, it should be considered a challenging task. Most of the time, ineffective, dull and monotonous presentations have slides full of text (information) and less or no graphics, images and audio-visuals. These

kinds of presentations actually do harm by creating the user's impression of an unskilled professional. Therefore, among multiple aspects that are considered depending upon the workplace or educational institute, select tips mentioned below should be taken into consideration to make an impressive and succinct presentation:

- A Master Slide (first slide) should include basic information of the topic, presenter and the professional affiliation.
- Defined colour coordination from the first to the last slide should be ensured.
- Apt font style and size (including of title and subtitles) should be uniformly maintained throughout the slides.
- Theme effects should be used, if needed.
- Layout of all the slides should be maintained.
- Content should be included in the bullet pointers; no paragraphs should be included.
- Each bullet can (may) have six words.
- Each slide can (may) have six bullet points.
- Line spacing, slide spacing and other formatting should be uniformly maintained.
- Suitable visuals, texts, graphs and/or charts should be used, only if required.

The techniques mentioned above may come in handy to make an impressive PowerPoint presentation. In addition to the presentation (slides), the presenter should also ensure the use of effective speaking skills, because an effective speaker and a skilled PowerPoint presentation is doubly effective. Most of the time, a presentation is prepared by one person and presented by another. Hence, both are skills that are required for a progressive professional person.

Check your progress:

1. What is a PowerPoint presentation?

2. Bullet points should be used in a PowerPoint presentation. True/False

5.2.7 Conclusion:

Electronic writing comprises a skill-set that is required for a professional aspirant to excel in their career. The advanced technology used in every sphere of life, especially on the professional front has quickened the pace. Every day a new technique, tool, or application is launched in the market. Hence, it is essential to keep oneself upgraded and updated. Most importantly, the will or desire to learn should never die in you, since, even after spending two

decades in the business world, you might require to upgrade yourself in some latest techniques or tools.

The ever changing and upgrading technology may require you to stay on your toes, but the fundamental skill-set will remain the same. You must have good practice in using technology. The basics of how to write a professional email, prepare a professional poster, PowerPoint presentation, e-Marketing post or write a brief SMS and useful fax letter will be considered a first step towards building that knowledge. Technology is intriguing. Sometimes, what all the learner or user requires is the interest and willingness to learn based on a strong primary skill-set. Hence, the fundamental requirements such as a well-developed creative and critical mindset, grammatical accuracy, knowledge of apt punctuation and capital-small letter, heading and sub-heading techniques and a skill of writing concise, straightforward and informative text (email, SMS, fax, poster presentation, PowerPoint presentation) will always remain the same.

Therefore, electronic writing is a skill that requires patience, persistence, practice, research-oriented aptitude and willingness to learn, unlearn and re-learn above all.

Check your progress:

1. Why are different types of electronic tools used to prepare documents?

2. How do these documents serve the purpose of sharing professional information?

5.3 Learning Outcomes

At the end of this Unit, you should be able to understand the benefits of learning formal/business electronic writing skills. You should be able to type an SMS, write an email, prepare marketing posts, posters and power point presentations. You should also be able to make oral presentations with the help of poster presentation and power point presentation.

5.4 Glossary

Electronic Writing: Writing with the help of electronic tools/software

Umbrella term: A term used to cover a broad category of things rather than singular items or points

Fax cover letter:	A cover/first page that carries information about the full document
Fax cover sheet:	Tells the person who is intended to read/receive the full fax letter in the larger offices where anyone may open it after receiving from the common fax machine
Comprehensive:	All-inclusive, detailed
Acronym:	Abbreviation, short form of a word

5.5 Sample Questions

5.5.1 Objective Questions:

Answer the questions in one line

1. The full form of fax is _____.
2. Is fax cover letter and fax cover sheet different? Answer 'yes' or 'no'.
3. Expand SMS.
4. CC and BCC are components of _____.
5. Subject line, receiver and sender are parts of a poster presentation. **True/False**
6. A slide is used in a PowerPoint presentation. **True/False**
7. A poster presentation provides a _____ presentation of the information.
8. SMS, email and fax are examples of _____ writing.
9. _____ PowerPoint presentation is a presentation that is created on software.
10. _____ is a software application that can be used to prepare poster presentations.

5.5.2 Short Answer Questions:

1. What are the differences between a fax cover sheet and a fax cover letter?
2. Discuss email writing and SMS writing points from the Unit in brief.
3. What are the common basic skills that are required in a person who wishes to expand the technical skill set at the professional level? How can they help the person in excelling at the career?
4. Mention two differences and two similarities in PowerPoint presentation and poster presentation.
5. Write a brief note on fax writing.

5.5.3 Long Answer Questions:

1. Should traditional methods of sharing information at the professional level be replaced with electronic tools? Why?
2. What is e-Marketing? Write a detailed note using the information from the chapter.
3. Prepare a comprehensive list of common skill-sets that can be used in writing any electronic writing component. Write a detailed note on how free or paid software shared in the chapter under different topics can make formats more impressive.

5.6 Suggested Learning Resources

1. DeTienne, K. B. *Guide to electronic communication: Using technology for effective business writing and speaking*. Pearson Education India, 2002.
2. Hayles, N. K., Katherine, N., & Hayles, B. *Writing machines*. MIT press, 2002.

Unit – 6: Social Media and Online Meeting Platforms

Structure

6.0 Introduction

6.1 Objectives

6.2 Social Media and Online Meeting Platforms

6.2.1 Types of Social Media

6.2.2 Platforms for Online Meetings

6.2.3 Relevance of Social Media and Online Meetings

6.2.4 Advantages of Online Meetings

6.2.5 Disadvantages of Online Meetings

6.2.6 Guidelines for Smooth Online Meetings

6.2.7 Let Us Sum Up

6.3 Learning Outcomes

6.4 Glossary

6.5 Sample Questions

6.6 Suggested Learning Resources

6.0 Introduction

With the advent of the Covid-19 pandemic, there has been an immense change in the mode and way of living, meeting, doing business, and in almost all walks of life. From physical to virtual or online transition has been a phenomenal experience during and after the pandemic. Social media and online tools have proved to be the best means to connect and interact with people remotely in an effective, efficient, and fruitful way just like face-to-face meetings. Even before the pandemic there was much movement in the fast-growing digital world towards online meetings, but the advent of the pandemic expedited the tempo to the extent that now these tools and platforms are being utilized by everyone, from a student to a teacher, a businessman to a layman, a politician to a sportsman, alike. Amid the concept of social distancing, it was these tools or meeting platforms that have helped in smoothly conducting classes, businesses, meetings, shopping, and interaction among friends and family members. Social media is a term that refers to the utilization of computer assisted tools to facilitate communication and interaction, and to provide an opportunity to meet virtually. It is an internet based quick and effective medium used for electronic meetings at large.

An online meeting which is also known as a virtual conference or meet-up is a mode of communication and meeting that ensures the involvement of various, rather a large number of people to connect and interact through a single platform by being physically away from each other, from any corner of the globe. With the assistance of digital tools such as internet, laptop, computer, and mobile phones people can interact and communicate, run their business, conduct training, and even arrange workshops and meetings. For this purpose, social media apps or platforms have proved to be the best and easiest way of communication especially during the covid-19. These include Twitter, Facebook, Instagram, and WhatsApp. In addition, Zoom, Google Meet, Microsoft Teams, and Skype have also attained considerable importance as online meeting platforms.

6.1 Objectives

The objectives of this Unit are to:

- make you familiar with the term online meeting and the importance and advantages of virtual meetings
- make you aware about the differences between online and face-to-face mode of meetings
- make them comprehend different types of social media
- explain social media and online modes of meetings

6.2 Social Media and Online Meeting Platforms

6.2.1 Types of Social Media:

Social Media is a platform for online meetings that may take the shape of numerous “tech-enabled activities”. These activities might range from video sharing, social gaming, blogging, social networking, photo sharing, virtual meetings, reviewing, business and personal networking and even more. It is by virtue of these varieties that are provided by social media that there are over 4.5 billion users of social media around the world. Initially, it was originally meant for personal and social contact among people of the world but now it has become an imperative tool for business, publicity, meeting, and even learning. It has a good effect on sharing anything instantly across the world in a matter of seconds. It is something that is ever-changing, evolving,

and improving itself. New apps and networks are included with every passing moment, adding more diversity and variety.

Although it is deemed that these tech-enabled activities are meant for only young age group, they have attained popularity among people of every age and social group. Now, even governments and politicians are utilizing this medium to convey their message and persuade their voters and supporters. The use of Twitter in the recent American elections has attested its power. For an individual, it is a personal space and sharing platform. For other people, it is a platform to advertise job opportunities and for some people it is a place to search for work opportunities. Some people utilize this medium to express their opinions, views, and feelings in the form of blogs. For businesses, it has become an indispensable tool to engage, attract and approach customers. For business agencies it is a form of advertisement and persuading their potential customers to order their products and have them delivered to their homes in a quick span of time.

It has also enabled businessmen, organizations, and online stores to evaluate and assess the trends, ratings, and likings of their customers about the products that are being displayed on social media platforms. Social media enables them to communicate with each other, sharing pictures and videos with each other to authenticate the originality and authenticity of the products prior to buying or selling those products. Social interaction or communication has now taken the form of e-commerce sites and groups. It has given great impetus to business as everything can be accessed and searched on an e-commerce website. Lastly, social media has a great role in holding online meetings for numerous purposes. It is equally popular for business, personal and instructional meetings. Online workshops and conferences are being held virtually to enable people from around the globe to participate in any online meeting or session despite being anywhere in the world.

Check your progress:

1. Name a social media platform.

2. How are online workshops held?

6.2.2 Platforms for Online Meetings:

Keeping in view the diversity that social media has attained around the world, there are a variety of tools and platforms that are available on the internet and social media to conduct an

online meeting or session for any purpose. Skype is the first and earliest of such platforms introduced for online meeting. It allows a single user to a group of people to connect and hold an online meeting anywhere in the world through this easy and friendly platform. To use this platform a user has to create an account on the portal. As it was among the earliest tools so there were some issues with the audio, video and connection problems. The most widely used platform to hold online or virtual meetings these days is the use of Zoom meeting tool. Virtual meetings, seminars, conferences, workshops, and webinars are being held extensively around the globe on this social media platform. Users can create an account and access a meeting where they take part through their audio, video and even through texting in the chat box of the app. It is a free platform and easy to handle and use.

“Go to Meeting” is another such social media platform that allows texting and messaging among teams or group members. An online meeting can be attended by up to 100 members through this platform. However, it is only available as a free version for 14 days. Microsoft Teams is yet another significant platform to hold an online session and it allows participants up to 300. It is a free tool that can be utilized by signing in using Microsoft email. Audio and video sharing is also enabled with text messages among the participants. Google Meet is yet another very improved and advanced tech-enabled platform to conduct online sessions for any purpose. It provides great privacy during the meeting among team members by enabling them with a special dial number. It has three plans for the users: basic, business and enterprise. These are priced respectively. Zoho Meeting is also an influential social media platform to conduct online meetings from anywhere around the world. It has a great ability to conduct smooth sessions with a very low rate of call drops during the session.

Apart from these well-known and widely used social media platforms, Facebook, Twitter and WhatsApp platforms are also used extensively for helping online sessions with limitless numbers of participants to participate. For example, in the Facebook live sessions, even a hundred thousand people can be watching live which is not allowed on either of the platforms mentioned above. People can also participate through comment sessions and interact with the speakers and organizers. WhatsApp provides the most privacy and private space in this regard. There are numerous other social media platforms that are also used for conducting online meetings. These include slack, FaceTime, Google Hangouts, Intermedia, Free Conference Call, Amazon Chime, Adobe Connect, Life-size, Join.me, High-five, RingCentral Meeting, Big Blue

Button, ON 24, Intrado, Click Meeting, Digitell, Pexip, Infinite Conferencing, Live Webinar, and Cisco WebEx Meeting.

Check your progress:

1. Name any three online meeting platforms.

2. Some social media platforms are mentioned in the passage above. Which of these have you used?

6.2.3 Relevance of Social Media and Online Meetings:

As the world was severely hit by the Covid-19 pandemic that resulted in the death of millions of people around the world, at least one positive outcome of that disastrous situation was the emergence of online or virtual mode of meetings that were exclusively held during and even post the Covid-19 period. The year 2020 saw the rise of this mode of conducting meetings, sessions, conferencing, and workshops in almost all walks of life, really reshaping the very essence of these services. It has altered and reformed the entire work fabric and protocol of work and meetings. Though it was not an exclusive innovation of the Covid-19 pandemic because there were firms and companies who had been using it even much before the Covid-19, most of us have come into contact with the concept of online or virtual mode for the first time during the Covid-19 and now these have become a part of our everyday in all walks of life irrespective of the purpose for which these are conducted and their relevance is irrefutable.

Virtual or online meetings have revolutionized the concept of business, marketing, advertisement, and consultation services at large. The concept of remote learning and teaching has also undergone a major change due to the ever-increasing need for virtual modes of instruction. Official meetings, training sessions and workshops are now conducted anywhere, anytime and attended by renowned professionals around the world which has increased the relevance and need for such meetings manifold in the current age which is obviously a tech-assisted world. The ability and capacity for anyone to attend and share ideas anywhere is yet another key aspect that makes this mode relevant. In addition, virtual mode of meetings has revisited the concept of leadership and managers around the world in every sphere of human activity. Now, it is very much easy and relevant for them to conduct remote sessions from anywhere as per the needs of their employees and co-workers and provide them timely assistance in important matters.

Check your progress:

1. In which year was a rise in online meetings? Why?

2. What have online and virtual meetings revolutionized?

6.2.4 Advantages of Online Meetings:

Especially in a time of social distancing, the advantages and merits of Online Meetings have increased manifold. Despite the restrictions on physical reality, business and personal meetings are able to continue thanks to online or virtual alternatives. It is only because of the advantages and benefits that such type of meetings or sessions have. First of all, they save time. When people of a group of a single or diverse organization come to physical or face-to-face meetings, they need to spend lots of time in traveling. Other expenses are also worth mentioning when such meetings are held at regular intervals but in virtual mode, there is no wastage of time and money in terms of travelling, boarding, and lodging. Expenses in terms of refreshment are also saved. In addition, it saves people from being tired due to traveling for a face-to-face meeting. So, virtual mode of meeting saves time, money, energy as well as other resources.

Another key advantage is that virtual meetings can be conducted at any time and can be attended from anywhere. These can be held at a very short notice to discuss and plan in case of an emergency which is difficult in physical or face-to-face mode. Keeping this advantage in view, regular meetings can be conducted which otherwise require lots of time, money, resources, and other arrangements if conducted in physical or face-to-face mode. Virtual mode of meeting enhances communicative skills as there is often diverse and more number of participants compared to physical or face-to-face mode. So, it gives exposure both to the participants as well as the organizers and speakers to be in contact with people from multiple backgrounds and mindsets rather than mere employees and co-workers. Communication with a global audience and presenters is also possible in the online mode of meetings. So, exposure and enlargement of vision is yet another key benefit of the Virtual mode of meetings.

Another significant benefit of such platforms of online meetings is that these enable participants to attend meetings of international nature without spending a single penny and sparing any extra time. No traveling and preparatory arrangements are required in online mode of meetings which has an additional advantage of cutting short personal as well as company resources and energies. Another merit of the virtual mode of meetings is that it enhances the

productivity, as people can save their energies, time and resources and utilize them where these are necessary and can also benefit from international as well as national level exposure to polish their skills and learn innovative techniques which are the requirement of every field of life in the current age of tech-assisted world. Another benefit is that the spread of knowledge in virtual mode is global and of next level. It has benefits not only at personal, interpersonal, and communicative level but also in terms of attainment of new insights and visions.

Another key benefit or advantage is that there is no limit to how many participants can be invited as there is no need to arrange for a meeting hall, staying facilities and refreshment arrangements to be made in a virtual mode of meeting. So, an indefinite number of invitations can be given and accommodated without any extra effort or resources being invested. In case of a workshop or training meeting a single trainer can train thousands of people at the same time which in physical and face-to-face mode requires lots of resources, energies, and efforts to conduct. One of the best parts of such meetings is that they can be recorded and can be accessed later not only by participants but by anyone else who has missed the meetings. Last but not the least, as such meetings can be held regularly, it creates extra comfort level and collaborative environment at local, national, institutional as well as international levels.

Check your progress:

1. Mention any three advantages of online meetings.

6.2.5 Disadvantages of Online Meetings:

Although as stated above, the advantages and benefits of online meetings are numerous due to which such meetings are adopted in the post Covid-19 period, there are some disadvantages too with online or virtual mode of meeting. The chief among them is lack of physical and face-to-face interaction. It has adverse effects on the interpersonal and communicative skills when people are not in physical proximity as they are not used to physical interaction when there are a large number of participants. In addition, virtual or online meetings have adverse effects on the socialization of people. They have become more professional and skillful as far as their profession is concerned but as far as their socialization is concerned, they are deficient in it. Moreover, online, or virtual mode is the necessity of time and advancement

but there is no denying the fact that physical and face-to-face mode cannot be entirely replicated. Hence, such issues are the disadvantages associated with the virtual world.

Another big hurdle or barrier in online or virtual mode is the occurrence of technical issues that might arise any time although technology has advanced to a considerable degree with the passage of time. These technical issues often spoil the key part of meeting. The entire purpose of such a meeting is disrupted when there is a failure in conveying the key matters to all the participants. Often internet and technology related issues cannot be resolved on the spot and time which is being assumed to be saved through virtual mode is wasted without any productive and fruitful output. Another significant disadvantage is that virtual meetings lessen human contact. As a result, business or company gets prosperous but no personal or interpersonal skills regarding human contact and socialization flourish through virtual mode of meeting. Hacking is yet another hurdle which is not only limited to social media platforms or personal accounts. Rather recently in a zoom meeting such an incident was reported. Hence, confidential meetings cannot be held online.

Check your progress:

1. Mention any three disadvantages of online meetings.

6.2.6 Guidelines for Smooth Online Meetings:

Keeping in view the above cited as well as other issues associated with online or virtual mode, it is imperative to make it smooth so that maximum advantages can be derived through such meetings. For that purpose, it must be considered that an online tool or software that is being chosen for the meetings must be secure, reliable, and able to accommodate the number of participants being invited to attend the session. It must be ensured that the meeting platform is dependable and can provide high quality audio and video facilities for smooth and effective conduct of the meetings. If these features of a platform are of superior nature, there are enough chances that maximum advantages of virtual meetings will be attained. It is essential that a virtual platform is supported with desktop sharing as only listening and seeing each other is not enough especially in policy matters and business-related meetings, where visuals are a key part of the meeting and that can only be truly presented through desktop sharing.

Video conferencing is a key in virtual meetings, and it must be incorporated when choosing a platform for the virtual meeting. Fully functional instant messaging feature is also essential so that timely feedback from participants can be accessed and their queries can be addressed on the spot for the ultimate objective of meetings to be meaningful. Most importantly, the sign-in option as well as creating an account on the platform must be simple and easy so that every participant can access it without any difficulty. It is also imperative to share the link and joining detail prior to the meeting so that the timeline of the meeting can amply be followed. Courtesy and discipline must be ensured by following the exact schedule of the meeting. Behavioral guidelines for the meeting must be ensured by the participants for the smooth flow of the online meeting. Technical staff must be available on hand to fix any technical issues that might arise during the meeting so that smooth conduct of the session is ensured.

For an effective online or virtual session to be conducted, there is a dire need to prepare for the session. The objective and agenda of the meeting in the form of a schedule must be kept in view by organizers and it must be communicated to the participants to make the meeting fruitful and relevant. Another aspect that must be kept in view for the optimal result of the online meetings is to keep the people engaged. They must be stopped from multi- tasking during the session. For this, it must be ensured that the session is for a limited period of time, and it must have engaging activities so that every participant is active. Dominance or irrelevance on the part of anyone results in low motivation of the participants in the meeting held virtually. Platform and technology must be ensured to be friendly and easily accessed by all participants. The timing and duration of the meetings should be convenient for all the participants to achieve optimal outcome.

Check your progress:

2. Mention any three guidelines for online meetings.

6.2.7 Let Us Sum Up:

The concept of virtual mode of meetings and session that gained universal prominence during the Covid-19 pandemic has attained a considerable amount of relevance and significance even in the post Covid-19 period due to the efficacy and positive outcomes that these meetings hold. It saves time, resources, and cuts short numerous expenses of individuals as well as the

organizers when compared physical or face-to-face meetings. Global exposure, development of interpersonal skills, up-to-date norms are being learned, shared, and taught in the online sessions by international professionals of the fields which in physical mode is very difficult. Anyone from anywhere in the world can participate in the virtual meetings, which has increased the relevance of such meetings manifold. However, there are some challenges associated with such meetings. These include technical issues, lack of human contact, and sometimes decreased motivation, but its advantages are more compared to the issues and challenges.

6.3 Learning Outcomes

After going through the Unit, you are expected to:

- be familiar with the importance and advantages of virtual meetings.
- differentiate between online and face-to-face modes of meeting.
- understand different types of social media.
- know the different tools of virtual meetings.

6.4 Glossary

Virtual:	Digital
Transition:	Change
Phenomenal:	Unique
Pandemic:	Epidemic that spreads and encompasses several nations
Remotely:	Distantly
Tempo:	Rhythm, pace
Paramount:	Chief, vital
Impactful:	Significant
Podium:	Platform
Irrefutable:	Undeniable
Manifold:	Various, multiple
Indefinite:	Unclear, imprecise
Environ:	Surrounding area

6.5 Sample Questions

6.5.1 Objective Questions:

1. Which is the most widely used tool for conducting online meetings and sessions?
 - (a) Zoho
 - (b) **Zoom**
 - (c) Google Hangouts
 - (d) Google Meet
2. Which of these platforms is used extensively for video streaming online as well as in recorded format?
 - (a) Zoom
 - (b) Bing
 - (c) **YouTube**
 - (d) All of these
3. Which of these tech-assisted tools holds the maximum number of participants?
 - (a) Twitter
 - (b) Facebook
 - (c) **Zoom**
 - (d) None of these
4. What does a user require to do before utilizing any online meeting tool to attend the online meeting?
 - (a) Sign up
 - (b) Sign out
 - (c) Both of these
 - (d) **Sign in**
5. The greatest advantage of the online meeting is that it enables _____.
 - (a) Remote meeting
 - (b) Flexible mode of meeting
 - (c) Anywhere meeting
 - (d) **All of these**
6. Social media is a term that refers to the utilization of _____.
 1. Internet

2. Online tools
 3. Computer Assisted technologies
 4. **All of these**
7. How many people are using numerous social media tools around the world?
1. 2 billion people
 2. 3 billion people
 3. 4 billion people
 4. **4.5 billion people**
8. The greatest difficulty or barrier that has been observed in virtual mode of meetings is _____.
1. Connectivity issue
 2. **Technical issue**
 3. Network issue
 4. None of these
9. Which of these is deemed to be the key as far as the virtual mode of meetings is concerned?
1. Audio quality
 2. Video quality
 3. Smooth flow
 4. **All of these**
10. Which of these online tools for meetings has been incorporated by the world leading company Microsoft?
1. Google Hangouts
 2. Google Meet
 3. **Microsoft Teams**
 4. Zoom

6.5.2 Short Answer Questions:

1. Why are online meetings essential in the post Covid-19 period?
2. What are the different types of Social Media platforms?
3. What are the key challenges being encountered during online meetings?
4. How can an online meeting be conducted smoothly?
5. How do you perceive the future of the online mode of meetings?

6.5.3 Long Answer Questions:

1. What are the significant and key benefits of the Online Meetings?
2. What are the key differences in virtual and face-to-face modes of meetings?
3. What are the key online meeting tools being utilized around the world?

6.6 Suggested Learning Resources

1. Enriching Collaboration and Communication in Online Learning Communities. United States, IGI Global, 2019.
2. ECSM 2020 8th European Conference on Social Media. United Kingdom, Academic Conferences and Publishing Limited, 2020.
3. Moriuchi, Emi. Cross-Cultural Social Media Marketing: Bridging Across Cultural Differences. United Kingdom, Emerald Publishing Limited, 2021

Unit – 7: Business Letters

Structure

- 7.0** Introduction
- 7.1** Objectives
- 7.2** Business Letters
 - 7.2.1** Definition
 - 7.2.2** Types of Business Letters
 - 7.2.3** Format of Business Letters
 - 7.2.4** Sample Business Letters
- 7.3** Learning Outcomes
- 7.4** Glossary
- 7.5** Sample Questions
- 7.6** Suggested Learning Resources

7.0 Introduction

In this block on Business Correspondence, you will first study about Business Letters in Unit 7 and in the next Unit you will read about Miscellaneous Letters used in business correspondence. Business correspondence refers to written communication between one business house, company, organization and another business house, company, organization, or an individual. Business correspondence is often a legal document and may be used in the court of law as evidence or to settle a dispute. Hence, the use of language in business communication is very important as the correspondence may be binding on the sender, the receiver or both. Business correspondence is also formal. It could, however, be demi-official too. Let us now look at the Objectives of this Unit.

7.1 Objectives

The objectives of this Unit are to:

- enable the students to understand the concept of business correspondence
- equip them with the knowledge to appreciate the importance and need for business letters
- train them to distinguish between different formats of business letters

- inculcate the skills among them to draft business letters by studying models

7.2 Business Letters

As you studied in the Introduction, business letters are an important aspect of business correspondence. Written communication is essential for any business. In the past, business correspondence used to be in handwritten form. Much earlier, it used to be an oral contract with witnesses from both sides. But this was possible when both business parties were in the same physical or geographical location. When the business entities are separated by distance, oral contract is not possible. In the modern times, due to rapid globalization, businesses happen across the globe. Neither oral communication nor handwritten documentation is feasible now. In the recent past, business communication was done through typewriters and typed letters. The advancement in printing brought out business letterheads. Letters were typed on printed letterheads. Now with the introduction of computers, business letters are drafted on the computer, printed on the letterhead, and used. With the popularity of email, most business houses carry out their communication through email, and business letters may be attached as files. This facilitates instant business correspondence and ensures delivery to the receiver. However, postal or by hand business communication is still carried out. Business letters may be dispatched and received by postal or courier services. They may also be delivered and received by hand, i.e., in person. Let us now look at the definition of a business letter.

7.2.1 Definition:

What is a business letter? What is the meaning of a business letter? How is a business letter different from a personal letter or a formal letter? What is the need for business letters? To answer these questions, you must look at the definition of a business letter. A business letter is a piece of professionally written communication done for purposes of business. It is a written document in a formal style to communicate with the clients, with other business houses, with government agencies or within an organization. A business letter is written in a specific format though there can be a variety in the formatting. In contemporary times, templates are available that can be used by business houses or individuals interested in business letters. Further, a computer helps in deciding the font and styles for each business letter. However, a business letter follows consistency in style and format to maintain authenticity and uniformity, and as a style statement by each business house.

Check your progress:

1. What is a business letter?

2. Does business letter use formal or informal style?

7.2.2 Types of Business Letters:

In this sub-section, you will read about the different types of business letters. There is no strict compartmentalization of types of business letters. Some people consider there are five types of business letters, others consider 7 types of business letters, some others include up to 15 types of business letters. It is easy to divide business letters into different types based on the purpose of writing a business letter. Before we proceed look at the following:

A business letter is a means of:

- ☐ exchange of information
- ☐ business transaction
- ☐ placing orders (for services, products, etc.)
- ☐ making enquiries (for product, services, etc.)
- ☐ issuing orders (like appointment orders, purchase orders, termination orders, etc.)
- ☐ submission of applications (for job positions, resignation, merger, split, etc.)

Based on the above, we can shortlist the main purposes of a business letter as follows:

- ☐ to inform
- ☐ to request
- ☐ to order
- ☐ to inquire
- ☐ to question
- ☐ to instruct

Now, it will be easy for you to look at the major types of business letters. As students of commerce, the main types of business letters that you will be experiencing are:

- ☐ job notifications and call for applications
- ☐ offer letters
- ☐ call for tender
- ☐ call for quotation
- ☐ letters to banks/insurance companies

- ☐ letters among peers
- ☐ letters to superiors

So, in this Unit, you will read sample letters for each of the above types. It is important to know the main components and the format of a business letter first. Once you know this, you will be able to draft any type of business letter. So let us first look at the format and then the sample letters will give you an idea about types of business letters.

Check your progress:

1. What is the business letter a means for?

2. Mention three different types of business letters.

7.2.3 Format of Business Letters:

In general, a business letter is written in block format. However, other formats may also be used. In this sub-section, you will read about the format of business letters. The main components of a business letter are as follows:

- ☐ **Heading** - the letterhead on which the business letter is typed. It is a printed format with the company logo, name and address and the name and designation of the official writing the business letter. The heading remains constant and uniform. No one is allowed to tamper with, or change the letterhead of a business house.
- ☐ **Sender** - this is not required when a letterhead is used. You may still use it to give the name and designation of the official sending the business letter. In this case, the name of the official and the designation will be on the left-hand side. If a business letter does not use the company letterhead, then include the details of the sender. The name of the sender may be avoided as it will be given in the end. The other details such as the company name and address may be provided in the sender's column.
- ☐ **Date** - While any format of date may be used, it is advisable to spell out the month in a business letter. You must remember to use the American format of date when writing at the international level. Do you know that the Americans write the month first, followed by the date? If you write 6-3-2022 in an international letter, the receiver will read it as June 3 and not March 6 as you intended. So, it creates confusion. Therefore, write the date in full. For e.g.: March 6, 2022. You may also write 6th March, 2022 in the date column.

- **Inside Address** - is also the receiver's address. It includes the name of the receiver with their title. Give the destination and complete address in the Inside Address column. The inside address is always left-justified. You may refer to the receiver by their title. E.g.: Prof. Vinod Sharma; Dr. Hajira Haseeb; Mr. Govindachary; Mrs. Salma Sultana; Ms. Rosalind Joseph. However, if you do not know if the receiver is a man or a woman, you may avoid using Mr/Mrs/Ms before the name. You can write Director Gurpreet Singh or Chief Manager Shahnaz Hasan. It is also correct to simply use the designation without name. Another thing to remember is the use of 'Ms'. I am sure that you know we use Ms. for unmarried women. Ms. is also used as a common title for a married or an unmarried woman. If you are not sure whether a woman is married or not, it is advisable to use Ms. In fact, Ms. is now more commonly used instead of Mrs.
- **Salutation** - is the direct address to the receiver using the title and the name. You may write Mr. Moolchand for a person whose name is Moolchand Gupta. It is acceptable to use the first name now. However, if you are both complete strangers or if there is a wide difference in position, then you may use the last name with the title or full name with the title. In case you are not aware of the gender of the receiver, you may directly address them by their name. For e.g.: Dear Gurpreet or Dear Shahnaz. If you are using a typed letter, do not type the Salutation. It is preferred to write the salutation by hand.
- **Subject line** - states the subject of the letter. If an email is used, the subject is given in the subject line. The subject must be concise and extremely brief, in a phrase or a sentence. The subject line is an important component of a business letter.
- **Reference line** - is used when the letter refers to some other document, letter etc.
- **Body of the letter** - must be concise, to the point and brief. It could be divided into three paragraphs: the first one introducing the sender or the organization, if it is a first time correspondence, or it could lay down the purpose of sending the letter; the second paragraph builds on the main content of the letter; and the third paragraph could conclude the subject and may repeat the important idea(s). You could write only one paragraph or more than three paragraphs depending on the need.
- **Closing** - can be any phrase you are comfortable with as long as it is acceptable. Remember to use capital letter only for the first letter of the first word. E.g.: Thank you; Regards; Sincerely yours; Yours sincerely. You will use a comma (,) after the closing word/phrase only if you used a comma in the salutation. Otherwise, there is no need to

use a comma here. The closing word/phrase will be followed by the signature of the sender. Electronic or digital signatures are now acceptable, but it will be good if you use a pen to put your signature. Write/type your full name below the signature. In large organizations, the person typing the letter puts their initial just after the closing. If the senders themselves type the letter, there is no need for typist's initials.

- **Enclosures** - give the list of documents enclosed with the letter. This helps the receiver to ensure that all the documents sent have been received.

Check your progress:

1. What is the purpose of salutation in a business letter?

2. What does the subject line do in a business letter?

Now that you know the different parts of a business letter, let us look at the **format** of the business letter.

Use the block format which is more acceptable at the global level. The block format is the most common and widely used. In this style the entire business letter is justified left, i.e., all lines start from the left margin. Single line spacing is used within paragraphs and a double space is used to indicate paragraph break. A block format business letter looks like this:

E.g.:

Godrej Office Solutions
Godrej Jubilee Building
No 9, Raees Road, Karnataka
430673

(On the company letter head, this will be on the top of the page with the logo)

June 22, 2022

Mr Ghouse Pasha
Chairman
NCDF, Hyderabad
500732, Telangana State

Dear Mr Pasha

Sub: Supply of office furniture

Ref: Your letter No 4383 dated 18th June, 2022

With reference to your letter cited above, I am happy to inform you that our company provides office furniture to suit the individual needs. We offer high quality office furniture at competitive rates. I am attaching the catalogue of our office furniture with this letter. Our executive will be happy to discuss this further with you in person. Please inform me of a convenient date and time for the meeting.

Thank you

Regards

(MANOHAR RAO)

Sales Manager

Note: For punctuation in a business letter, it is acceptable to avoid end punctuation in the address, salutation and closing. Punctuation as needed is used in the body of the letter. However, if end punctuation is used in the salutation/ inside address, it must also be used in closing.

Check your progress:

1. What is closing? Give one example.

2. List any two main purposes of a business letter.

7.2.4 Sample Business Letters:

You will now look at some sample business letters. You have already seen a sample in the sub-section that you just read. In the present section you will be provided with several different sample letters. Study each example carefully and practice writing different types of business correspondence.

E.g.: 2 (Job notification and Call for Applications)

EMPLOYMENT NOTIFICATION (sample 1)

Applications in the prescribed format are invited for the post of Assistant Professor (English, Urdu, Commerce, Botany, History) for the MNS Degree College, Patna, Bihar. Application form along with information booklet containing eligibility conditions, qualifications, experience and pay scales may be downloaded from the college website www.mnsdc@ac.in. The last date for submission of filled-in forms is 23 June, 2022.

EMPLOYMENT NOTIFICATION (sample 2)

Applications are invited for the post of Assistant Manager for S&S Office Consulting, Chennai. Information booklet containing eligibility conditions, qualifications, experience and pay scale may be downloaded from www.ssconsulting.com. The last date for submission of online application form is 12 April, 2021.

E.g.: 3 (Offer Letters)

1 January, 2022

To

Mr. Abdul Sattar

3-6-897, St. No 3

Gandhinagar, Uttar Pradesh

Dear Abdul Sattar

I am pleased to inform you, subsequent to your discussions with us, you are selected for the internship at Hitachi Consulting. The internship details are appended below:

Duration: 6 months

Start date and time: 6th January, 2022

End date: 30th June, 2022

Place of Posting: Hitachi Consulting, Bowling Avenue, Lalitanagar, Tamil Nadu

Stipend: INR 20000 per month

Your point of contact will be Ms. Deshpande (#9408653241)

You shall receive the internship certificate on successful completion of the internship with us.

I look forward to having you join us!

Regards

Sd/-

HR Manager

Check your progress:

1. Draft an offer letter for the post of Assistant Marketing Manager

E.g.: 4 (Call for Tender)

SHORT TENDER CALL NOTICE

Office of the Telangana State Election Commission

Sealed tenders are invited from the Original Equipment Manufacturer (OEM) or their authorized agent (AA) for the purchase of the following equipment for the Telangana State Election Commission during the current financial year (2022-2023):

S. No.	Name of the Item	Approximate Quantity in nos.
1	CCTV set	04
2	Public address system	03 (complete set)
3	photocopier	02

Name of the items along with detailed technical specifications may be downloaded from the website www.tsec@gov.in. The quantity may vary depending on the budget. The issue of tender documents will be from 13-3-2022 to 31-3-2022 upto 4 pm.

The last date for receipt of sealed tender is 1-4-2022 upto 5 pm. The date of opening of tenders will be 2-4-2022 at 3 pm in Room no 203, 2nd floor, TSEC building.

Sd/-

Deputy Superintendent

E.g.: 5 (Call for Quotation)

NOTICE INVITING QUOTATION

Dated: 23 April, 2022

Name of work: Construction of rain water harvesting pit

Item rate quotations are hereby invited on behalf of the Director, Somnath Business School, Agartala, Punjab from agencies approved by the Punjab Water Board to undertake the construction of a rain harvesting pit on campus.

The firms wishing to participate in the quotation shall submit the details in the prescribed format available on the college website: somanathbs@edu.in or may collect the prescribed form from the college office on working days between 10:00 am to 4:00 pm by submitting a DD of Rupees 1000 in favour of Director, SBS payable at Agartala.

The quotation should reach the college office on or before 7th May, 2022 by 3:00 pm and the same will be opened at 5:00 pm in the presence of the representatives of the participating firms.

Sd/-

E.g.: 6 (Letter to Bank)

To

The Bank Manager

Axis Bank

Neeredmet, Chandigarh

From

Mohammed Saif

SB Ac No 000978654321001

117, Sector 12

Jeet Market Road, Chandigarh

12th November, 2021

Sir

Sub: Credit Card billing

I have a savings bank account in your branch (000978654321001) since 2nd February, 2021. I have a debit card which was part of the welcome kit. I did not apply for the credit card. Yet, for the last three months, I have been getting message alerts that an amount of INR 3487 is due on my credit card.

I request you to look into the matter and resolve the issue at the earliest.

Thanking you

Sd/-

Mohammed Saif

Check your progress:

1. Draft a letter to a bank requesting for a loan

E.g.: 7 (Letter to Insurance Company)

To
The General Manager
LIC Ltd
Mumbai

From
Dr. Ahmed Khan
Director, HR
Govind Enterprises
Mumbai, 4000879

3rd April, 2022

Sir

Sub: Group linked insurance policy

In continuation of our telephonic conversation yesterday, I am happy to inform you that our Company would like to start Group Linked Insurance policy for our regular employees numbering 116. The premium amount would be borne by the Company, thereafter, quarterly deduction from the salary of the employees would be credited to the account of the Group linked insurance policy directly by the Company.

You are requested to complete the formalities and issue the Group Linked Insurance policy from 1st May, 2022.

Regards

Sd/-

(DIRECTOR, HR)

Check your progress:

1. Write a letter to an insurance company complaining about non-receipt of policy document.

E.g.: 8 (Letters among peers)

To
Mr. Mohammed Abdul Azeem
Executive Director, Planning

Saleem Industries
Gujarat

From
Rizwana Khan
Executive Director, Placement and Training
Saleem Industries
Gujarat
3rd June, 2022

Dear Abdul Azeem

The Placement and Training Unit is planning to organize a job mela for fresh graduates at the Indoor Stadium of the Company premises at Bandra Road. More than 60 local colleges are expected to participate in the event with an expected footfall of over 5000 students. The Chairman has consented to address the gathering at 10:00 am.

In this regard, you are requested to make necessary arrangements for the same.

Thank you and Regards

Sd/-
(Executive Director, P&T)

E.g.: 9 (Letters to Superiors)

7th May, 2021

To
The Director
Cascade Solutions Pvt Ltd
Chandi Chowk, New Delhi
111111
From

Sara Rahman
In Charge Purchase Section
Cascade Solutions
Sir
Sub: Upgrading of Office Systems

I am informed by the Lead Head, Project HnBc32 that the software in the office systems in Block 2, L1 Building needs an urgent upgrade as per the project requirements. The expenditure on this account is expected to be around INR 47 lakh. The amount may be booked under the Project HnBc32. The request letter from the Lead Head is enclosed. If approved, the Purchase Section will initiate the process of upgradation of Office Systems.

Regards
Sd/-
(I/c Purchase Section)

7.3 Learning Outcomes

At the end of this Unit, you should have learned the definition of a business letter; you should be familiar with the types and format of business correspondence, and you should be able to draft business letters on your own. You should also be able to understand the importance of and need for business letters.

7.4 Glossary

Correspondence:	Communication using exchange of letters or emails or messages through any platform
Communication:	Sending or receiving information; an exchange of information through speaking, writing, typing, texting, etc.
Evidence:	Proof
Dispute:	Disagreement
Business entities:	Organizations, companies, institutions, trades, etc. meant to carry out business or trade
Peers:	Equals; people in the same or similar position or rank

7.5 Sample Questions

7.5.1 Objective Questions:

1. Business correspondence is often a _____ document.
2. _____ communication is essential for any business.
3. A business letter is a written document in a _____ style.
4. A business letter is written in a specific _____.
5. A business letter is a means of exchange of _____.
6. The subject line states the _____ of the business letter.
7. _____ is the direct address to the receiver using the title and name.
8. In _____ format the entire business letter is justified left.
9. Give two examples of salutation in a business letter. _____; _____.
10. People in the same or similar position or rank are _____.

7.5.2 Short Answer Questions:

1. What is the business letter a means of?
2. List the main purposes of a business letter.
3. Give the various types of business letters.
4. Write a note on the heading in a business letter.
5. Write a note on salutation in a business letter.

7.5.3 Long Answer Questions:

1. Your company deals in office furniture. Write a reply letter to a prospective client who asked for the supply of furniture.
2. Discuss the format of a business letter.
3. You are the HR of a company. Send an offer letter.

7.6 Suggested Learning Resources

1. McLean, Scott. *Business Communication for Success*. United States, Flat World Knowledge, 2010.
2. Lentz, Paula, et al. *Lesikar's Business Communication: Connecting in a Digital World*. United States, McGraw-Hill/Irwin, 2011.
3. *Harvard Business Essentials: Business Communication*. United States, Harvard Business School Press, 2003.

Unit - 8: Miscellaneous Letters

Structure

8.0 Introduction

8.1 Objectives

8.2 Miscellaneous Letters

8.2.1 Request for Information

8.2.2 Acknowledgement

8.2.3 Letter of Enquiry

8.2.4 Reply Letter

8.2.5 Complaint Letter

8.2.6 Placing Order

8.3 Learning Outcomes

8.4 Glossary

8.5 Sample Questions

8.6 Suggested Learning Resources

8.0 Introduction

In the previous Unit, you studied about Business Letters. In this Unit, you will be introduced to miscellaneous types of letters used in business correspondence. If you look at the structure given above, you will understand that in this Unit, we will cover letters seeking information; letters giving acknowledgement; enquiry letters; reply letters; complaint letters and letters for placing orders. All of these are essential business activities, and you will be required to work on such letters in a business organization.

As part of office work in a company, you may have to deal with various types of correspondence. In the previous Units, you studied how to write notes, memos and how to send emails and reply to emails. In the present times, most correspondence is carried out through email. Sometimes, the email is used to send official letters as attachments. At other times, paper correspondence might be carried out and letters dispatched through postal mail or courier, or letters may be handed out in person. Whatever may be the mode of correspondence, you will have to learn how to draft miscellaneous business letters.

8.1 Objectives

The objectives of this Unit are to:

- introduce you to the importance of miscellaneous letters
- give samples of miscellaneous letters
- help you draft letters for various business purposes

8.2 Miscellaneous Letters

In the course of your job, you will be required to receive and send letters for various purposes. In an earlier Unit you already read about writing small notes and issuing memos, notices, circulars etc. In another Unit, you read about emails. In the last Unit, you already studied the format of a business letter and how to draft business letters. Based on your knowledge from the previous Units, we will start our discussion on miscellaneous letters used in business correspondence. Let us now look at how to request for information through email and non-digital mode.

8.2.1 Request for Information:

In the course of day-to-day functioning of a company or organization, you may be required to request for information from clients or other organizations. The request for information should be clear in laying down what exactly is required so that there is no confusion. You may want some information on a product, you may want information on services, you may want information on types of leave, benefits etc.

When sending an email, you will use the format that you already learned in Unit 5. We will not discuss it again here. Similarly, when sending non-digital letters, you will use the format given in Unit 7. We will not repeat it here. The content of seeking information will be presented here in email and non-digital format.

There are different ways in which you can seek information. Suppose you want to know when an internship will start in a company you will write:

Sample 1:

To
The HR
Tata Steels
Jamnagar
Nagpur

From
Sabiha Kazim
12 St no. 3
Shivajinagar
Sholapur, MS
3rd May, 2022
Ma'am

Sub: Internship - June to December 2022

Ref: Your letter No. TS, N23/2022/INT125 dated April 20, 2022

I had applied for the internship from June 2022 to December 2022 in Tata Steels, Nagpur.
I was selected vide your letter dated April 20, 2022.

I would like to know when the internship will start and to whom I have to report. My address and contact details remain the same as provided at the time of the interview.

Regards

Sd/-

(SABIHA KAZIM)

Sample 2:

Now, suppose you want to request for information on a particular product or service from a company, you will write like this:

BHOPAL INSTITUTE OF FIRE SAFETY

547/8/9 Block 2, Surabhi Enclave, Azad Road, Bhopal

Govind Pant
Sr Office Superintendent
To
The Manager
Sweta Consulting Ltd
Patny Centre
Secunderabad
10th Sept., 2009
Sir
Subject: HP Colour Printers

Our office is in need of three colour printers. We need information on the following:

HP LaserJet Pro 200 colour M251n printer

Please provide specifications, cost, mode of payment, expected date of delivery and delivery charges, if applicable.

We would appreciate it if you could provide us with the requested information within a week.

Regards

Sd/-

(Sr. Office Superintendent)

Let us now put Sample 1 in email format as in Example 1 and Sample 2 in email format as in Example 2.

Example 1

from: sabkaz@gmail.com

to: hr@tatasteel.org.in

Subject: Internship start date

Dear Ma'am

I had applied for the internship from June 2022 to December 2022 in Tata Steels, Nagpur. I was selected vide your letter dated April 20, 2022.

I would like to know when the internship will start and to whom I have to report. My address and contact details remain the same as provided at the time of the interview.

Regards

Sabiha Kazim

Example 2

from: govind@bhopalfs.org.in

to: swetaconsulting@gmail.com

Subject: Request for information - HP Printers - Reg.

Sir

Our office is in need of three colour printers. We need information on the following:

HP LaserJet Pro 200 colour M251n printer

Please provide specifications, cost, mode of payment, expected date of delivery and delivery charges, if applicable.

We would appreciate it if you could provide us with the requested information within a week.

Regards

Saleem Pasha

(Director)

Check your progress:

1. Write a subject line to an email seeking to place order for office equipment.

2. Write the To Address of a firm from which your office purchased office chairs.

8.2.2 Acknowledgement:

In the course of any business, we also need to acknowledge letters, goods and services received. In general, a one line acknowledgement is sufficient. Some sample ways to give acknowledgement are given below. You may use the examples as the main text in the email or letter that you will type in the format of a business letter.

Sample 3:

Dehradun Metro Rail
A Government of India Enterprise

To
The Chief Executive
Airports Authority of India
New Delhi
From
The General Manager
Dehradun Metro Rail
Dehradun

December 12, 2021

Sir

We acknowledge the receipt of your letter dated November 30, 2021.

Regards

Sd/-

(GM, DMR)

Sample 4:

from: max3ent@yahoo.co.in

to: zdsq45@gmail.com

cc: max4ent2yahoo.co.in

Subject: Acknowledgement

Sir

Thank you for the email. Noted.

Regards

Maher Zain

Sample 5:

Green Villas Pvt Ltd

Beach Plaza, Yellow Crossing, Gulmarg, Srinagar

Sadat Bhat

Director

To

Mr. Zahoor Alam

34 Chiraq Ali lane

Muradabad

23 October, 2020

Sir

Sub: Acknowledgement

I acknowledge the receipt of the documents. Thank you.

Regards

(Director)

Sample 6:

from: samjones@gmail.com
to: Skywalknetwork@airtel.in
cc: abdulhaq@yahoo.co.in
Subject: Acknowledgement
Sir

In continuation of the email dated 13 of April, 2022, I acknowledge the delivery of the Airtel HD player at the address of our client vide delivery challan number URT86T653n.

Thank you.

Regards

Sam Jones

Sample 7:

Global Infotech

One Stop Solution

34 Salem Street, Annadurai, Madurai, TN

Chaitanya Doraiswamy
Chief Executive Officer
To
Mr. Mohammed Saleem
Senior Systems Analyst
Global Infotech

The Board of Management deeply appreciates your commitment and acknowledges your services to Global Infotech.

Thank you!

Regards,

(CHAITAN . A DORAISWAMY)

CEO

Check your progress

1. Write a one-line acknowledgement for receipt of an email.
-

8.2.3 Letter of Enquiry:

Business organizations may also have to deal with enquiries of various kinds. For this purpose, letters of enquiry are needed. A letter of enquiry seeks to enquire after something, it is like a request for information that you studied in 8.2.1. Some sample passages for use in letters of enquiry are given below:

Sample 8:

EduLine Consultancy

Jambagh, Purana Qila

Moosabagh, Nehrunagar

Sheetal Misra

Sr Advisor

To

The Principal

Mother Mary Sr Secondary School

Gandhinagar

July 4, 2021

Madam

Sub: Online Tutorials

Our company provides online tutorials for students of classes 10th to 12th. In this regard, we would like to carry out a survey in your school to enquire into the needs of the students and the expectations of teachers and parents from online tutorial classes. If your school is interested, the representatives of our company will visit your school to talk to students and teachers and to provide a questionnaire for parents. Please inform us of the dates on which we may schedule a visit during the current month.

Regards

Sd/-

(SHEETAL MISRA)

Sample 9:

To

Mr. Avinash Rao

LDC

HGL Ltd

From

Mr. Ganesh Sharma

Sr Manager

HGL Ltd

1st April, 2022

Sub: Unauthorised absence

It has been brought to the notice of the undersigned that you have not attended office for five days without prior approval or intimation in the month of March. In this regard, an enquiry is scheduled on Monday, the 13th of April at 3:00 pm in Room no 61. Therefore, you are requested to present yourself for the enquiry, failing which action will be initiated as per rules.

Regards

Sd/-

(Sr. MANAGER)

Sample 10:

GBS Industries

Maulana Azad Road, Nehrunagar, Himachal Pradesh

Saleem Pasha

Director

16th May, 2022

To

The General Manager
Silverline Office Solutions
G3 and G4
CST, Paradise Road, Gandhinagar
Himachal Pradesh
Sir,
Sub: Cabs on lease

Our company is interested in leasing 10 cabs for a period of one financial year. The average per day km run is expected to be 45 km in city limits per cab. On weekends, it is expected to be above 200 kms outside city limits. Therefore, we would like to enquire if your company is interested in leasing 10 cabs as per the description given below:

- 3 SUVs auto-transmission, well-maintained with new tyres and current year fitness certificate
- 2 Maruti 800 with AGT, well-maintained with new tyres and current year fitness certificate
- 5 Tata Indica, manual, well-maintained with new tyres and current year fitness certificate

Regards

Sd/-

(SALEEM PASHA)

8.2.4 Reply letter:

In the course of working for a company or business organization, you may also have to reply to various types of letters. The reply will depend on the contents of the letter received. However, you can learn some basic ways to send replies. If you use email, three or four sample replies to send will be readily available to you for instant use. You may also use the settings of your email to set prompt replies to any email received or to set vacation responders. Through the samples given below, you will learn how to draft basic reply letters.

Sample 11:

from: salesmanager@prince.ac.in

to: deepa75@gmail.com

cc: director@prince.ac.in

Subject: Re: Defective product

Ma'am

Thank you for your letter dated 22nd February, 2022. We regret that the product supplied to you is defective. We request you to return it in its original packing with the invoice within two weeks. On receipt of the same, refund will be initiated in two business days from the date of return.

We regret the inconvenience caused and look forward to serving you again.

Regards

Arvind Desai

Sales Manager

Prince Suppliers

Sample 12:

from: customercare@maruti.in

to: dilnaz@gmail.com

Subject: Re: Insurance Policy

Madam

We are in receipt of your email dated 13th January, 2022. We have checked the available records. As per the data retrieved, there is no record of your vehicle. You are requested to send further details of the vehicle with invoice number, engine and chassis number to serve you better. You may also contact customer care over the phone: 180012345678/9/0.

Regards

Ramesh Saikiran

Sample 13:

McAlan Global Inc

Head Office: 92-94, Suraj Vihar, Chandnichowk, New Delhi

To

Ms Ghousunnisa Rasheed

4 Sector 9, Vasant Vihar

Mumbai

Dear Ms Ghousunnisa

Subject: Franchisee at Vasant Vihar

Thank you for your interest shown in being a franchisee for our company. Our executive will meet you in person after seeking your appointment over the phone. Please keep the following documents ready for the proposed visit:

- ☐ Proof of id and address
- ☐ Bank passbook
- ☐ Proof of ownership of property
- ☐ Photo passport size (2)

We look forward to the meeting.

Regards

Sd/-

(Simran Baveja)

Deputy Director

8.2.5 Complaint Letter:

A business organization will also need to send complaint letters sometimes. The complaint letter must be brief, polite, and concise with all necessary details. The samples given below will help you understand how to write complaint letters.

Sample 14:

Samanta Research Institute
No 507, Gobigalli, Bhim Nagar, Haryana

Hasan Ali

Guest House Manager

To

M/s Surya Furnitures

Tatanagar

Haryana

Sir

Subject: Delivered goods not as per specifications

Reference: Delivery challan No 89321CD dated 4th May, 2022

This is to bring to your notice that the furniture delivered to our Guest House on 4th May, 2022 is not as per our specifications. The sofa set is dark brown in colour while we had placed the order for the tan colour. The dining table is not steady. The size of the bed varies. It is not 72" by 72".

You are requested to replace the items as per the original order within a week, failing which the complete order shall be cancelled as per the terms and conditions agreed upon.

Regards

Sd/-

(Guest House Manager)

Sample 15:

from: secretaryVCM@yahoo.co.in

to: grievanceghmc@tsgov.in

Subject: Pothole-ridden Street

Sir

It is to bring to your notice that the approach road to our company situated on Street No 12, SMS Colony is filled with potholes following the recent rains. It is difficult for office commuters and visitors to use this road.

You are requested to ensure the filling of the potholes/recarpeting of the road at the earliest to avoid accidents and inconvenience to the tax-payers.

Speedy redressal will be appreciated.

Regards

John Haliday

Secretary

VCM Service Providers Pvt Ltd

8.2.6 Placing Order:

In any business organization, situations will arise when orders have to be placed for products or services. Like all business letters, letters for placing orders must also be specific, precise, and have clarity. Look at the samples given below to understand how an order is placed:

Sample 16:

Watan Legal Services Ltd

10, Sri Enclave, Moradabad, UP

To
Rahim Computer Peripherals
Chenoy Trade Centre
Dariyabad, UP
23rd January, 2022

Sir
Sub: Purchase Order

In continuation of our letter dated 7th January, 2022, we would like to place order for the following items:

- ☐ HP Compaq LEI902x 15 nos.
- ☐ HP LaserJet Pro Colour 200 15 nos.
- ☐ Xerox heavy duty photocopier XMPL306l 02 nos.
- ☐ HP Scan-Copy-Print MEI800h 03 nos.

An advance amount of Rupees 2 lakh vide Demand Draft no. 67487 dated 3rd February, 2022 is enclosed. The balance amount will be paid on receipt of the items in satisfactory condition. You are requested to deliver the same on or before 28th February, 2022.

Regards
Sd/-
(Purchase Officer)

Sample 17:

**Universal Diagnostics Pvt Ltd
23-52-112, Govindnagar, Bhillai**

To
M/s OfficeNeeds Stationery
James Street
Patel Market, Bhillai
18th January, 2022
Sir
Subject: Purchase Order

Thank you for sharing the catalogue and the price list as requested vide our letter dated 8th January, 2022. Please find below the purchase order for the items listed. The items may be delivered on or before 28th February, 2022. The purchase amount will be paid through RTGS on receipt of the items in satisfactory condition. You are requested to share your account details at the earliest. The original invoice in triplicate may be sent a week before the delivery of the items to process the payment.

List of Items Required:

☐	A4 paper 82 gsm	(WSKL50)	100 reams
☐	L shape folders	(ND05)	50 nos.
☐	Box files	(BCT45n)	25 nos.
☐	Pen holders	(HTR4c)	10 nos.
☐	Writing boards(LJY2)		10 nos.
☐	White boards	(Wh2x4)	03 nos.

Regards

Sd/-

(Meharunnisa)

8.3 Learning Outcomes

In this Unit, you have learned how to draft miscellaneous business letters. Letter writing is easy now with templates available for ready use. You may also design some templates for use by the company. However, every letter is unique and depends on the context in use. So, it is important that you learn to draft various types of letters. You will use the type of format already learned in previous Units and use the samples provided in this Unit as examples of miscellaneous letters. At the end of this Unit, you should be able to carry out business correspondence through miscellaneous letters.

8.4 Glossary

Acknowledgement: Acceptance; expression of gratitude; in letter writing, it is the confirmation of receipt of a letter, document or item.

Retrieve: Bring back something; to extract information

Draft:	To write something initially that needs improvement; the earlier version of a document or letter or any piece of writing before it is finalized
Template:	A form that is used as a model; pre-set text messages that can be sent by just clicking, without the need for typing

8.5 Sample Questions

8.5.1 Objective Questions:

1. An acknowledgement letter must be lengthy. **True/False**
2. One must be polite in sending replies. **True/False**
3. It is important to give specifications when placing an order. **True/False**
4. An email provides an option for sending standard replies to mails received. **True/False**
5. All miscellaneous business letters must be on official letter head or through official email. **True/False**
6. Letter writing is easy now with _____ available for ready use.
7. In any business organization, situations will arise when orders have to be placed for products or _____.
8. The reply will depend on the contents of the letter _____.
9. In general, a _____ line acknowledgement is sufficient.
10. In the course of the day-to-day functioning of a company or organization, you may be required to request for information from _____ or other organizations.

8.5.2 Short Answer Questions:

1. Write a brief paragraph to indicate acknowledgement of a complaint received from a client.
2. Mention some ways in which you may send standard replies. Give examples.
3. Write the main body of an enquiry letter to ascertain if an employee has been absent without leave.
4. You received a damaged product from a company. What will be the main text of your complaint?
5. Write an email informing your colleagues of a meeting.

8.5.3 Long Answer Questions:

1. You are the Purchase Officer of a company. Your company needs office equipment. Write a letter placing an order for the required items.

2. Write a complaint letter to the Bank Manager complaining about the wrong account details of the new recruits in the place where you work in your capacity as Finance Officer.
3. You have received a letter from a person showing interest in starting a franchisee of your company. Write a detailed reply letter.

8.6 Suggested Learning Resources

1. McLean, Scott. *Business Communication for Success*. United States, Flat World Knowledge, 2010.
2. Lentz, Paula, et al. *Lesikar's Business Communication: Connecting in a Digital World*. United States, McGraw-Hill/Irwin, 2011.
3. *Harvard Business Essentials: Business Communication*. United States, Harvard Business School Press, 2003.

Syllabus

SEC-1

Course Title: *Business Communication* (BNCM102DET)

Scheme of Examination

Maximum Marks: 50 (Assignments: 15 & End Semester: 35)

Exam Duration: 2 hrs

Instruction Mode: Counselling Classes (Blended Mode)

Course Objectives: The objective of this paper is to help students acquire skills drafting Business Letters, Reports and Communications.

Course Outcomes: The students are able to understand and learn what styles and techniques of communications are suitable for various business needs.

Course Title: <i>Business Communication</i> (SEC)	
Unit No.	Unit Title
1	Essentials of Communication
2	Flow of Communication
3	Verbal and Non-Verbal Communication
4	Writing
5	Electronic Writing
6	Social Media and Online Meeting Platforms
7	Business Letters
8	Miscellaneous Letters

Suggested Readings:

- Norton, Peter. *Introduction to Computers*. McGraw Hill.
- Chary, N. V. N. *Fundamentals of Information Technology*. Kalyani Publishers.
- Goel, Anitha. *Computer Fundamental*. Pearson.
- Sudalaimuthu, S. *Information Technology Applications for Business*. Himalaya Publishing House.
- Nawal, Mallika. *Business Communication*. Cengage Learning.
- Madhukar, R. K. *Business Communication*. Oxford University Press.
- Bhushan, Uma. *Introduction to Business Communication*. University Press.
- Rayudu, C. S. *Communication*. Himalaya Publishing House.
- Rizvi, M. Ashraf. *Effective Technical Communication*. Tata McGraw Hill.
- Butterfield, Jeff. *Soft Skills for Everyone*. Cengage Learning.
- Williams, Keven, A. C. Krizan, Joyce Logan, and Patricia Merrier. *Communication in Business*. Cengage Learning.
- Quintanilla, Kelly M., and Shawn T. Wahl. *Business and Professional Communication*. SAGE Publications.

MODEL QUESTION PAPER

Maulana Azad National Urdu University

Programme: B.Com (Hons.)

IV Semester Examination

Paper Code: BNCM102DET Paper Title: Business Communication

Time: 2 Hours

Total Marks: 35

Note: This question paper consists of three parts: Part – A, Part-B and Part-C. The number of words to answer each question is only indicative. Attempt all parts.

Part–A contains **05** compulsory questions of multiple choice/fill in the blank/very short answer type question. Answer all questions. Each question carries **1** mark. **(5x1=5 marks)**

Part-B contains **08** questions of which students are supposed to answer **05** questions. Answer each question in approximately 200 words. Each question carries **04** marks. **(5x4=20 marks)**

Part-C contains **02** questions of which students are supposed to answer **01** question. Answer the question in approximately 250 words. Each question carries **10** marks. **(1x10=10 marks)**

Part-A

1. Answer all the questions.

i. In formal communication, the flow of communication is regarded as_____.

- (a) Controlled and deliberate
- (b) Uncontrolled
- (c) Vague
- (d) Waste

ii. Which of these platforms is used extensively for video streaming online as well as in recorded format?

- (a) Zoom
- (b) Bing
- (c) YouTube
- (d) All of these

iii. Source in a communication refers to the _____.

- (a) Receiver
- (b) Sender
- (c) Context

(d) Message

- iv. The communication that takes place one on one is called_____.
- v. The full form of fax is _____.

Part-B

- 2. Define verbal communication.
- 3. What are the major types of verbal communication?
- 4. How will you describe and define communication?
- 5. Who prepares minutes for a meeting?
- 6. What are the differences between a fax cover sheet and a fax cover letter?
- 7. Write an email informing your colleagues of a meeting.
- 8. What are the advantages of vertical communication?
- 9. How can an online meeting be conducted smoothly?

Part-C

- 10. Define communication. What is the role of 7 Cs in effective and successful communication?
- 11. You are the Purchase Officer of a company. Your company needs office equipment. Write a letter placing an order for the required items.

NOTES: