

Mb0039–business communication assignment

[Sociology](#)



AUGUST 2011 Master of Business Administration (MBA) Semester - 1

MB0039-Business Communication- 4 Credits (Book ID: B1128) Assignment -

Set- 1 Q. 1 Explain the different types of communication with relevant

examples. Answer: Communication is a process that involves exchange of information, thoughts, ideas and emotions. Communication is a process that involves a sender who encodes and sends the message, which is then carried via the communication channel to the receiver where the receiver decodes the message, processes the information and sends an appropriate reply via the same communication channel.

Types of Communication Communication can occur via various processes and methods and depending on the channel used and the style of communication there can be various types of communication. Types of Communication Based on Communication Channels Based on the channels used for communicating, the process of communication can be broadly classified as verbal communication and non-verbal communication. Verbal communication includes written and oral communication whereas the non-verbal communication includes body language, facial expressions and visuals diagrams or pictures used for communication.

Verbal Communication We communicate most of our ideas to others through verbal messages. A large parts of our communication whether at work or outside is verbal in nature. Verbal communication is further divided into written and oral communication. The oral communication refers to the spoken words in the communication process. Oral communication can either be face-to-face communication or a conversation over the phone or on the voice chat over the Internet. Spoken conversations or dialogs are influenced

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by voice modulation, pitch, volume and even the speed and clarity of speaking.

The other type of verbal communication is written communication. Written communication can be either via snail mail, or email. The effectiveness of written communication depends on the style of writing, vocabulary used, grammar, clarity and precision of language. For example, even a simple statement like “ let’s discuss this matter tomorrow” might be interpreted by one person as “ let’s meet tomorrow” and by another as “ let’s discuss this over the phone”. Nonverbal Communication It refers to any way of conveying meanings without use of verbal language.

Non-verbal communication includes the overall body language of the person who is speaking, which will include the body posture, the hand gestures, and overall body movements. The facial expressions also play a major role while communication since the expressions on a person’s face say a lot about his/her mood. On the other hand gestures like a handshake, a smile or a hug can independently convey emotions. Non verbal communication can also be in the form of pictorial representations, signboards, or even photographs, sketches and paintings. For example, a speaker making a presentation may find that the audience is not very interactive.

Instead he notices people yawning during his presentation. At the end of the session, when he asks for some feedback, there is total silence. The message conveyed in the above example is that audience is bored with the session. The silence indicates that they have not listened to the session. The silence indicates that they have not listened to the session and that the feedback is

negative. Types of Communication Based on Style and Purpose Based on the style of communication, there can be two broad categories of communication, which are formal and informal communication that have their own set of characteristic features.

Formal Communication Formal communication includes all the instances where communication has to occur in a set formal format. Typically this can include all sorts of business communication or corporate communication. The style of communication in this form is very formal and official. Official conferences, meetings and written memos and corporate letters are used for communication. Formal communication can also occur between two strangers when they meet for the first time. Hence formal communication is straightforward, official and always precise and has a stringent and rigid tone to it.

Informal Communication

Informal communication includes instances of free unrestrained communication between people who share a casual rapport with each other. Informal communication requires two people to have a similar wavelength and hence occurs between friends and family. Informal communication does not have any rigid rules and guidelines. Informal conversations need not necessarily have boundaries of time, place or even subjects for that matter since we all know that friendly chats with our loved ones can simply go on and on.

Q. 2 what are the general principles of writing especially business writing? Answer:

Business writing is different Writing for a business audience is usually quite different than writing in the humanities, social sciences, or other academic

disciplines. Business writing strives to be crisp and succinct rather than evocative or creative; it stresses specificity and accuracy. This distinction does not make business writing superior or inferior to other styles. Rather, it reflects the unique purpose and considerations involved when writing in a business context. When you write a business document, you must assume that your audience has limited time in which to read it and is likely to skim.

Your readers have an interest in what you say insofar as it affects their working world. They want to know the “bottom line”: the point you are making about a situation or problem and how they should respond. Business writing varies from the conversational style often found in email messages to the more formal, legalistic style found in contracts. A style between these two extremes is appropriate for the majority of memos, emails, and letters. Writing that is too formal can alienate readers, and an attempt to be overly casual may come across as insincere or unprofessional. In business writing, as in all writing, you must know your audience.

In most cases, the business letter will be the first impression that you make on someone. Though business writing has become less formal over time, you should still take great care that your letter's content is clear and that you have proofread it carefully. Simple vs. Complex Words As far as possible the sender should select words that are within the receiver's vocabulary. If the words used are outside the vocabulary of the receiver, the latter may either not get the message at all, get the wrong message by guessing the meaning incorrectly or wonder whether the sender intentionally selected a complicated word for making an impression.

Therefore, it is better to rely on plain, simple words. Jargon, Slang and Metaphors Jargon refers to technical terms that belong to a particular subject area or discipline. For example, medical jargon would include terms that only medical practitioners and not lay person might understand. Slang refers to casual words that are not accepted and recognized in a Standard English dictionary. A metaphor is a figure of speech and refers to colorful comparisons which evoke visual images. Pronouns and active versus passive voice

Personal pronouns (like I, we, and you) are important in letters and memos. In such documents, it is perfectly appropriate to refer to yourself as I and to the reader as you. Be careful, however, when you use the pronoun we in a business letter that is written on company stationery, since it commits your company to what you have written. When stating your opinion, use I; when presenting company policy, use we. The best writers strive to achieve a style that is so clear that their messages cannot be misunderstood. One way to achieve a clear style is to minimize your use of the passive voice.

Although the passive voice is sometimes necessary, often it not only makes your writing dull but also can be ambiguous or overly impersonal. Focus and specificity Business writing should be clear and concise. Take care, however, that your document does not turn out as an endless series of short, choppy sentences. Keep in mind also that “ concise” does not have to mean “ blunt”—you still need to think about your tone and the audience for whom you are writing. Consider the following examples: After carefully reviewing this proposal, we have decided to prioritize other projects this quarter.

Nobody liked your project idea, so we are not going to give you any funding.

Business letters: where to begin Reread the description of your task (for example, the advertisement of a job opening, instructions for a proposal submission, or assignment prompt for a course). Think about your purpose and what requirements are mentioned or implied in the description of the task. List these requirements. This list can serve as an outline to govern your writing and help you stay focused, so try to make it thorough. Next, identify qualifications, attributes, objectives, or answers that match the requirements you have just listed.

Strive to be exact and specific, avoiding vagueness, ambiguity, and platitudes. If there are industry- or field-specific concepts or terminology that is relevant to the task at hand, use them in a manner that will convey your competence and experience. Avoid any language that your audience may not understand. Your finished piece of writing should indicate how you meet the requirements you've listed and answer any questions raised in the description or prompt.

Q. 3 How would you prepare yourself for an oral business presentation? Answer: Giving an effective oral presentation requires preparation.

Preparing for an oral presentation is just as important as delivering the presentation; without preparation the oral presentation will not be delivered effectively. The oral presentation needs to be organized and well thought out. Therefore, set aside time to work on your oral presentation.

1. It is important to define the purpose of presentation. Know exactly what is required and expected when you will be presenting. Know how long the presentation must

be, what type of visual aid is required, and your audience. 2. Pick a topic, if one was not provided. Depending on the situation, a topic may not be given.

Pick a topic that you are familiar with, one that your audience can easily understand and that will meet the requirements of the oral presentation. The topic should be easily searchable and have reliable sources. 3. The key idea of presentation need to be expressed. Determine the purpose of the oral presentation. The purpose of an oral presentation varies because it depends on the message you will convey. 4. Making a good presentation alone is not enough. It also has to be tailored to your listeners. Analyze the audience, and think about their expectations. Consider the age, values, gender and education level of the audience. . Research the topic, gathering relevant material and take notes. Take detailed notes about everything that pertains to the topic. This is a time consuming process and requires a fair amount of research. 6. Write a rough draft of your oral presentation. The rough draft will only be used to organize the information obtained from doing research and to write the note cards. 7. Prepare visual aids for the oral presentation. Some presentations require a PowerPoint, while others require a transparency; follow the requirements given. Keep visual aids simple. Your visual aids should help the audience understand the topic better.

Include graphs, charts, pictures or a video clip in your visual aid if it will help your audience understand your topic better. Do not use visual aids that are not directly connected to your topic. 8. Prepare note cards using your rough draft. Your note cards should be numbered in the order you will use them. Do not write complete sentences because you will not read directly from your note cards. Only take notes, preferably in bullet format, on the note cards.

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Note cards should be easily read, if needed; therefore, do not overcrowd any note card with too many bullet points. Use as many note cards as necessary without overcrowding any. Practice and time your presentation. If your presentation needs to fall within a specific time frame, practice and time your presentation using a stopwatch. Use your note cards as a guide to help you remember everything that needs to be said. Do not read directly from your note cards.

10. Delivering the presentation effectively. Once the presentation has been adequately prepared in terms of content, selection of proper appropriate style of delivery is important i. e. it can be brief, simple, memorized or can be presented by reading out notes.

Q. 4 You are a team manager having 15 members in your team.

Two of your key team members are on 3-weeks leave. You have to call for a monthly team meeting within a week. How effectively you would plan and carry out this meeting?

Answer: As pointed out earlier, meetings need to be planned in advance, so that they are successful. Before any planning can be done however, a basic question to be asked is whether to hold a meeting at all. The answers to be followed questions would help to decide whether a meeting is necessary in the first place—

- Can the matter be decided or discussed over the telephone?
- Can the matter be expressed in writing, in the form of a memo, or an email message?
- Are key people available to attend the meeting and are they prepared?
- Is the time allotted for the meeting sufficient?

If the answers to the first two questions are yes and the answers to the other two questions are no, there is no purpose in calling a meeting. Once the need for a meeting has been determined, the next step is to start planning the meeting. First of all, the type and number of

participants should be decided. A problem solving meeting should include representatives from all departments, since the decision would otherwise be incomplete. Shareholders, who are the owners of the company, should also be included.

In terms of number, the size of the group could be anywhere between seven and eleven members. An exception to this is an information sharing meeting. Where the number could be larger, so that a maximum number of people benefit from the information. The second and most important step in planning a meeting is to indicate the purpose or agenda of the meeting to the participants in advance. An agenda is essentially a list of topics that will be discussed during a meeting. In the works of Adler and Elmhurst, "A meeting without an agenda is like a ship at sea without a destination or compass: no one aboard knows where it is headed. An agenda is prepared by the Chairperson of the meeting, or the person who calls the meeting. Apart from a list of topics, a comprehensive agenda should also include the following-

1. The time, venue and duration of the meeting- The starting time and length of the meeting needs to be indicated, so that participants know how much to prepare and can plan their other activities and meetings accordingly
2. A List of participants- It is important to let all members know who will be attending the meeting. So that they know who to expect.
- 3.

Background information- This could be in the form of new information, repetition of facts as a reminder, or a brief explanation of the importance of the meeting.

4. A clear list of items and goals- These should be included in order to ensure that the meeting has an outcome. Participants need to have a clear idea of their role in the meeting. Goals should be stated so that they

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sound specific, result-oriented and realistic. 5. Advance preparation by participants- A good agenda tells participants how to come prepared for the meeting- for example, by reading an article, ringing important documents, collecting facts or jotting down their ideas on a particular issue. In case certain members have to prepare in a specific way, this can be mentioned on their individual copy of the agenda. In general, the items to be discussed are listed in the descending order of priority in the agenda- i. e. from the most important to the least important items. Sometimes, the simple issues may be listed first and then the more complicated issues. AGENDA DATE : March 5th 2011 TO : (Name of all meeting participants) FROM : (Name of Chairperson)

SUBJECT : Planning for the inauguration of new Manipal office TIME : Monday, March 10th, from 9: 30 to 11am PLACE : Fourth floor Conference Room

BACKGROUND : The inauguration of the new Manipal University learning Office will take care place on March 15th, as previously scheduled.

Completion of the following tasks will keep us on target and ensure that the new office becomes functional. We will discuss the following items: 1. Office Equipment Needs: (Name of the person responsible for making a presentation and initiating discussion) 2.

Office Decoration: (Name of person responsible for making a presentation and initiating discussion) 3. Advertising and publicity: (Name of person responsible for preparing advertisements and pas releases). Q. 5 Distinguish between circulars and notices along with formats. Answer: Circulars and notices are also written forms of communication within the organization. The difference between a circular and a notice is that circulars are announcements that are distributed to small or selective groups of people

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within the organization, whereas notices are meant for a larger group of people.

Example - If a manager wants to call a meeting of heads of departments, he will pass around a circular only to the heads, requesting them to attend that meeting. On the other hand, notices generally contain information or announcements that are meant for all the employees of an organization.

Example - A list of declared holidays for a calendar year is a notice, since the information is relevant to all employees. A notice is therefore a legal document that has to be put up on an official notice or bulletin board. Let us examine another example of a circular and a notice-

Imagine that you are the President of the Student Committee in a management college and wish to hold a meeting to plan for the Annual Management Fest of the college. You will have to send some information to those whom you want to involve in organizing the Fest. You may not want all the students to be involved initially, since it may take a lot of time and there may be too many suggestions. Instead, you may choose to invite only the committee members to discuss details such as the date, venue, duration, how to get sponsors and so on.

For this purpose, you may send a circular only to the student committee members, requesting them to attend the meeting. During the meeting, the date and venue may be finalized and various smaller committees may be formed, such as a reception committee, stage committee and so on. You may also decide to get each student to contribute a nominal amount for the Fest. In order to announce these details and to ask for student contributions,

you may then put up a notice on the official college notice board, which all students can see and respond to. A sample circular and notice are given below.

Note that a circular, like a memo is brief and to the point. It has a caption that indicates the message to be conveyed, like a memo, there is no formal salutation or close. The above notice is meant for all employees of the organization. It has a reference number, date and a subject, similar to a memo. The notice covers two different issues related to one subject.

Employees are first informed that a holiday has been declared to celebrate Manipal Family Day. Then the same notice mentions a different working day to compensate for this holiday. Sometimes, under special circumstances, notices may also be sent to individual employees.

An example of this type of notice is the " Show Cause Notice", which is sent when an employee is found to be guilty of major misconduct. The notice mentions the allegations against the employee and asks for a written explanation within a specified time, failing which the action that would be taken against him/her (e. g. , being suspended from the job)is stated. Notices are read by a large number of people and can also be used as evidence in court cases. Therefore, care must be taken when writing them. They have to be worded very precisely and clearly, to make sure that there is no ambiguity.

They should also be brief and to the point. The tone should be firm, but not offensive and arrogant. Depending on the type of notice, the duration of display of a notice is specified under various legal provisions. Q. 6You are a

sales manager for a particular brand of mixer and blender. Frame a sample bad news letter telling a customer about that her claim for the product replacement is rejected on the grounds that the product didn't have any defect during the sale. Answer: The routing claim and adjustment letters given below are written using the direct organizational plan.

Dear Customer Services Representative, I am writing this to request you to replace the Mixer and blender, which you had mailed to me last week. I was very impressed with your TV advertisements of Mixer and Blenders. Your statement " 100% satisfaction guaranteed" made me place an immediate order and send you a cheque for Rs. 1000. This seems to be an outstanding Mixer and Blender, but it arrived with damaged on one side, which unable to work when we used. I am confident that you will live up to this guarantee. I am returning the Mixer and Blender to you and would like another one in first class condition.

In case you do not have one in stock, I would like to request a refund.

Sincerely, John smith Note that in above letter, the action or adjustment is requested in the very first sentence. The second paragraph explains the details supporting the request for action. The closing is friendly, expressing confidence that the request will be granted. ————— TO: All

Departmental Heads CIRCULAR Safety Aspects in Science Laboratories The purpose of this circular is to emphasize the importance of safety in research laboratories. All laboratory supervisors are responsible for the safety of research scientists in their charge.

It is their duty to draw their attention to any safety hazard that pertains to a particular activity. In this context, supervisors should be familiar with relevant guidelines on laboratory safety and they should be careful at all times to observe standard safety procedures, when practical activities are being conducted in the laboratory. Please bring this circular to the notice of the supervisors concerned and to the notice of the representatives as appropriate, for transmission to individual research less space scientists.

General Manager - HR March 04 th, 2011

MANIPAL UNIVERSAL LEARNING March 11 th, 2008 Manipal Towers,

Bangalore REF: ADM/N/4499 NOTICE Sub: Manipal Family Day Celebrations

This is to inform all employees of MUL that a Manipal Family Day celebration will be held at Manipal County on Friday March 14 th , between 10 am and 7 pm. A pickup and drop back facility is being organized for all employees and their family members. In view of the celebrations, this will be a holiday.

Instead, Saturday, March 15 th will be a working day to compensate for this holiday. All are encouraged to attend and make the event a success. SENIOR MANAGER, HR