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**Assignment. = med term**

**Submitted to= Sir Wajahat gul**

**Subject. = communication practice**

**Program. = BBA 6th semester**

**Answer no 1**

**Don’t**

* Don’t use upper case letters.
* Don’t use email for everything, If you want a quick response, then call, for effective communication email is not effective for any sensitive issue.
* Don’t take action for granted.
* Don’t writing if you are angry.
* Don’t irritate your manager.

**Does**

* Do face to face, if you have a difficult information for conveying something in that situation you must choose face to face conversation.
* Do take the responsibility that you saying about and must understood the listener and what information you are conveying.
* Do the timing is right and make sure your statement is clear and free the unnecessary jargon.

**Answer no 2**

The most important factor for effective communication are below.

1. Your credibility

The reason is that people should believe what you are saying sometimes it comes within the organization ,so I think that if you are not believe yourself then how the listener and the audience believe you.

2. Making an emotional connection :

If you are conveying something, so don’t given to people the undivided attention and make sure your team members interest should be active ,career development, it is one of the greatest influence for the following and the perception of their leader effectiveness is the communication, so make emotional connection with your audience and also make eye to eye contact , so I think that it is one of the great factor for your effective communication.

3. appealing to other sense of reason or logic :

Employing strength and strategic thinking, problem solving and analytical skills to show logical ideas to clear, and the compel many term to influence the outcome, so some people Steve a job and gut feel, but some people are they require to provide the kind of analysis to make them their decision clear.

**Answer no 3**

Interpersonal skills are one of the asset to success, without interpersonal competencies your life is incomplete, but with them you can do anything, interpersonal skills are necessary in the work place and they can helping you to get the job, there is not a single example where they can not use.

interpersonal skills means the people skills are their life skills and they can help us to communicate with the people effectively, interpersonal skills build the bridge in this way we can interact each other better, interpersonal skills are helping us to develop the other skills, and they can able us to communicate well and also often needed of problems solving that can occur private and professional life.

They can help us in our decisions making process and often the complex information they can easy us to make decisions, and enable us to work efficiently in a group or team, which may be either like at work or social situations, and making strong relationship which can lead better communication and understand.

**Answer no 4**

Yes, we think that making a great presentation is more effective just because when you come to present your presentation ,your presentation jump from good to great, they are motivating and bring the audience to the point.

Where the audience sitting and they can make a final buying decision, great presentation are informational where a variety of information in the slide like that information they directly drives toward decision,

Great presentation are story telling that take the audience to emotional journey that create a reason the audience decided right here or right now.