**Q1. What are the difficulties in the process of effective communication? How can these difficulties be overcome?**

The difficulties that are in the process of the effective communication are as following,

* **The use of jargons**

The use of jargons can frustrate the listener or the one with whom we are communicating. The communication should be simple and in easy words and not time consuming.

* **Lack of attention, interest, distractions or irrelevance to the receiver**

Lack of attention by the receiver or the sender can be the barrier in the communication or there interest also matters both of there there interest matters there should be no distractions while communication.

* **Physical barriers to non verbal communication**

These are inadequate equipments. Such as out dated computers, background noise , poor lighting or tangible items that may has affect on effective communication.

* **Difference in perception or in view point**

The difference in the view point or in the perception is the barrier in effective communication.

* **Language**

One the main barrier in effective communication is language because when the sender and receiver would not understand each other how would they effectively communicate.

* **Information overload**

As information overload could result in burden so this would loss of interest.

**How could these difficulties be overcome,**

The difficulties can be overcome by ,

* **Have a clarity in your thoughts**

You should be ver clear about your objectives that what you want to convey and how to deliver that you be very clear about it.

* **Understand the needs of your audience**

You should know that what your audience demands from you and what they are expecting from you. You should take care about there religion culture and other social factors that may cause harm to your communication.

* **Seek the advice before communicating**

A good communicator should always take advice from there seniors colleagues before communication so this would help to learn the main points.

* **Have a feedback from the receiver**

You should always take feedback from your audience so it would help you to understand that you have communicated properly or not.

* **Keep your anger in control**

You should not get angry by the questions of audience you should be calm and patient.

 **Qno2**

**Draw a format of business letter indicating the position of all essentials and non essential parts of the business letter?**

These requirements are the standard letter parts. They are:
1. Heading
2. Date
3. Inside Address
4.Salutation
5. Body of the Letter
6. Complimentary Close
7. Signature

These parts are non essential parts,

1.          Reference Line
2.         Attention Line
3.         Subject Line
4.         Identification Line
5.         Enclosure Line
6.         Carbon Copies

**Letter,**

 Human Resource Officer,

Muzzam enterprise (Peshawar, pakistan)

Date: August 20,2020

The Staff,

Muzzam enterprise

 Dear staff,

I sadly announce you to all that after 30 years of services, our hardworking and most sincere officer, Muhammad Faisal Sajjad will be retiring from our company next month on the date of September 15,2020. We greet Mr.Faisal’s retirement with sorrow and we are also happy that he can enjoy his own time now. He has been an integral part of our company for last thirty years. His contributions will always be valued and remembered .

As a tribute, company is organising a dinner party on September 10,2020 at 5:00p.m.to honour and appreciate an esteemed employee and a great person. Mr.Faisal will be greatly missed. On the behalf of Nestle Company I would like to wish him best of luck.

Sincerely,

Signature:

Muhammad Karman

Executive Director

**Qno3**

**What are the 7 C’s of communication ? Describe how correctness and completeness can make a business message effective?**

**The seven C’s are as following,**

* Completeness
* Conciseness
* Consideration
* Clarity
* Concreteness
* Courtesy
* Correctness

**Correctness**

Make sure all your facts and figures are accurate with the no grammatical error . Always proof read your work before presenting it .

* Use the right level of language
* Correct use of grammar, spelling and punctuation
* Accuracy in stating facts and figures

**Completeness**

A complete message will have all the information the reader needs to know to be able to respond or take action. If you require the reader to take some kind of action, ensure that you have a ‘call-to-action’ in your email and also communicate the urgency of the task in question. Incomplete messages lead to iterations, a lot of back-and-forth, and waste of time and effort on both ends.

Mwith sorrow and we are also happy that he can now. He has been an integral part of our company for last thirty years. that after 30 years of services, our hardworking and most sincere officer, Muhammad Faisal Sajjad will be retiring from our company next month on the date of September 15,2020. We greet Mr.Faisal’s retirement with sorrow and we are also happy that he can enjoy his own time now. He has been an integral part of our company for last thirty years.

 Human Resource Officer, Nestle Company,Pakistan Date: August 13,2020

The Staff, Nestle Company

Dear Staff,

I sadly announce you to all that after 30 years of services, our hardworking and most sincere officer, Muhammad Faisal Sajjad will be retiring from our company next month on the date of September 15,2020. We greet Mr.Faisal’s retirement with sorrow and we are also happy that he can enjoy his own time now. He has been an integral part of our company for last thirty years.