Name **Ayesha Adeeb**

Roll no ***15956***

Plagiarized answers are not acceptable.

***Q1. In many interpersonal encounters, the first few minutes are extremely important. How do you maintain the success of verbal communication for further interaction?***

Ans. At the start of communication people pay attention to every word but as the communication exceed the value of success start decreasing now how to maintain the verbal communication effective now. There are some effective strategies to improve the verbal communication

1. **Prepare the communication**

Before going for the delivery we must be prepare that what we should say at that moment. Choose those things which are understandable for the listener., we should be prepare for any unexpected situations, and should be ready for the drawbacks of your sayings, and should have the backup plans

1. **Keep Receiver in mind**

In the encounter you should think and focus on what you should say, you have to keep the receiver in mind. The knowledge, thinking ability and education should be kept in mind before saying anything. To maintain the situation peaceful these things should be learned.

1. **Overcoming the situation**

In whatever the situation you are, it can be business meeting, a casual meet and greet or the speech any kind of unexpected things can happen. At that time you should not let your fear to destroy everything. Take a deep breathe and give the best comeback it will not be easy but it will be worthy. Hold on for a second think and start it again with full confidence.

1. **Stay focus on your goal**

In any situation, in the communication stay open minded and learn to listen to the listener too, but sometimes any negative remark from the audience can mislead you from the goal but stay positive do not let others negativity ruin your speech, be vocal and give comeback in a positive manner

1. **Discussion**

Discuss the problem with the audience is an effective way to end the communication. Answer the doubtful question and discuss everything in a proper way. Be a good listener, negotiate the things.

***Q2. Which form of communication is as old as the Mesolithic and complex human psychology involves in it? Define the form of communication and explain that how does the types of this form of communication change the society and individual?***

Mesolithic age is the period of stone age which took place between paleolithic and neolithic. Mesolithic was the time in which human technologies started developing. At that time either symbolic communication or gesture communication was helping them to convey there messages. So nonverbal communication is the oldest communication which includes signs and gestures

At the Mesolithic era people use to draw and paint in the caves to give there messages too but those ways were not so precise

1. **Human psychology involvement in non verbal communication**

Whenever a human gets angry or get attracted to something they react through communication at that time as there was no written words so they use to showcase their anger and attraction through gestures and signs. These were the reflect action of people. When something happened that was unlikely to them they use to get desperate and start banging rocks to show their depression.

* 1. **NONVERBAL** **COMMUNICATION**

1. **DEFINITION**

Nonverbal communication is the transmission of messages or signals through a nonverbal platform such as eye contact, facial expressions, gestures, posture, and the distance between two individuals.

1. **Types of nonverbal communication** 
   1. **Facial expressions**

This type is the most used category of all, as we can explain every thing without using a word with the help of facial expressions

* 1. **Body movement and posture**

This type of communication can tell a lot about person’s life, their mood and amount of stress and their feelings. How they walk or how they talk. This type includes posture, bearing, stance and movements.

* 1. **Gestures**

When you use your hands to express your thoughts this way of communication includes in gestures. For example you show your hand to someone to say stop. It’s important to use signs carefully to avoid miscommunication

* 1. **Eye contact**

This is an important type of communication. When you look at someone you can communicate more than the words can do. To maintain the communication flow the eye contacts is necessary

* 1. **Touch(haptics)**

Pat on the back, weak handshake, warm hug are the example of touch communication. We can convey different messages through it

* 1. **Space (proxemics)**

Sometimes you feel uncomfortable when someone stands so close to you, it becomes difficult to talk. So you use physical space to convey different messages. It depends on the closeness of relationship with other person.

* 1. **Voice (paralinguistics)**

How you say some words can also tell a lot about your thoughts for example you say it’s okay, meaning of these words depends on how you say it. Sometimes you really mean those words but sometimes you just say it to end the conversation and that’s readable by other person

* 1. **Artifacts**

This type includes those things or objects which are used to communicate. For example if you white coat it will tell us that he is the doctor, or if you wear black coat it will tell us that he is the lawyer

* 1. **Appearances**

As you look at someone you give a quick judgement about them from there clothings. The colour they wear tells us about their mood, it all depends on color psychology

1. **Changes in society and individual due to nonverbal communication**

As the time passed by, the nonverbal communication changed the Society, as in the stone age era only nonverbal communication and paintings were the source of communication but now people use oral, written and nonverbal communication. The nonverbal communication was the source of changing society. Now each gesture has been converted to words, each sign took place of writings. Nowadays nonverbal communication gives effect in our communication. But still body languages speaks the loudest. Now a days any individual Feels more precise, how much loudest the body language can speak but words play a greater role noe individually people don’t have any doubts in there minds.

***Q3. People all the times write proposals to clients, memos to senior executives and constant flow of emails to colleagues. How can you ensure that your Business Writing is as clear and effective as possible? How do you make your Business communications stand out?***

Ans. In business the writings are the most heavy and efficient way to communicate. It gives time to think and it can become the prove in future. We can make our writing to be effective and clear to the reader by the following ways

* + 1. **Clear purpose**

While writing the letter make sure that you mention the subject very clear, highlight the main motive and don’t add the irrelevant text, that take time to read and have no strong meaning.

* + 1. **Clarity and Conciseness**

The buisness letters should be effective so write only those words That are necessary to be read by the reader and just remove the unnecessary things to prevent the waste of time.

* + 1. **Awareness of reader**

If you know the reader or you have met before mention it in the introduction. While writing you should keep that in your mind that some of your words, phrases can be offensive, so be careful while writing the letter,. if you are writing to the seniors or new colleagues or clients you don’t use those words that can create any scandal. Have some ethics and respect.

* + 1. **Get the right tone**

The difficult situation in writing the letter is how to balance the letter with your attitude. Some phrase can be interpret in th wrong way so be careful. Reports should be formal but the emails are little friendly If you are writing to the long term colleague you can be a little friendly but not too much because after all it’s the business letter

* + 1. **Attention to form**

Every writing have different format, so we should give attention to this so that the reader can guess the purpose quickly. Go for the plain English avoid difficult and complicated words which takes time and creates misunderstanding. Get the correct spelling and writings, there is no need to be creative in the business writings.

To stand out the buisness communication we need some principles to add them

1. **Clarity**

Clarity means give the exact message to the reader, because it is easy to understand

1. **Conciseness**

In this we use the short forms of every possible word without destroying other rules for example 7pm will be use instead of 7pm in the evening

1. **Completeness**  complete message is what give the direct message without irrelevant stuff.

Provide all information which is desirable

1. **Consideration**

Reader should feel that the message ia for him for that purpose writer should focus on the reader while writing. Show the reader all the possible benefits.

1. **Correctness**

The report should get double check so no mistakes should be there. All the Punctuations, capitalization, spellings should be check again and again,Because it can give the wrong impression. Use correct language according to the reader

1. **Courtesy**

While writing show respect to the reader,. Use the words like thank you, grateful etc use expression.

1. **Concreteness**

In this use those kinds of words that can show the exact image to the reader which you want to portray. Without any irrelevant thoughts. Use solid words that can give the reader your point of view.

***Q4. Public speaking, some people love it, some are terrified by it. There are so many articles regarding how to prepare yourself for speaking engagements that it’s overwhelming. But what strategies and techniques do you think are proven to be successful when addressing to a group of people?***

Ans. Public speaking is the difficult thing for most of the people, people find it difficult to deliver in front of people so The strategies to improve the speaking skills in front of the large groups are

1. **Plan what to say**

Speech requires preparation and practice. Speech requires the highlighted purpose, knowing your audience very well, research on the topic in a professional way from history to present days search everything. Create visual aid in a good manner so that it can be understandable for the viewer. And practice more so that you can give the speech without forgetting.

1. **Analyse the event**

Firstly you should learn that where are you going to give your speech, what are the requirements,which place it is , and what kind of people would be there. So according to that you should prepare your speech, mention all the texts that are required for the company, give details to the visitors.

1. **Way of delivering**

When you are going to give the effective speech, it’s important to deliver it with courtesy. There are different ways of delivering. The productive one is Extemporaneous speech, where you make short notes and visual aids which helps you a lot during presentation. The management of voice tone is important, to get a pause after serious talk so that audience can talk time to process, if you want people to have determination you increase the pitch of your voice not too much and present like it’s all coming from soul.

1. **Be presentable**

Audience mostly like formal dressing with the presentator, if you dress in a good way it gives good impression. As we know first impressions is the last impression because it creates the mental image of that person in audience minds.

1. **Physical behaviour**

The body language during the speech is the important aspect, as it creates the interest in the speech and people understands more. Proper eye contacts and smiles can create a little friendly environment. He should maintain the proper posture. Give expressions according to the words. Never over do any expression because it can give the non serious attitude.

***Q5. Public Service Commission Lahore has advertised the vacancies for the Accountant. On the basis of the ad, decide which of your skills and experiences you should discuss to convince the Secretary that you are the person for the job. Create a resume.***

AYESHA

ADEEB

House #, street#,peshawar, Pakistan. | 111-111-567| [adeebayesha@gmail.com](mailto:adeebayesha@gmail.com)

**Objective**

The main objective is to get the job in the public service commission lahore to facilitate people with my accountability skills, and to give me opportunity to learn from there great environment.

**SKILLS SUMMARY**

I have developed a lot of skills during my previous jobs eg in the field of preparing accounts and tax returns, administering payrolls and controlling income, auditing financial information, analysing accounts and business plans, financial forecasting and risk analysis, dealing with insolvency cases. I can deal with the colleagues and workload and can give you the best result with in the deadline. I am a self motivated person, I can conquer a lot if you give me the chance. I can take the better financial decisions and can solve the problem in short time . I can take all employees together as I have good communication skills.i can guide people in a good ethical way. I have a great knowledge of information technology. I can use different softwares and hve experienced knowledge of excel. I have good management skills, I cam manage all the files in a good way.

**EDUCATION**

*University of Imsciences*

Bachelor of science in Accounting and finance, 2015

Masters in accounting

**Information and technology skills**

QuickBooks • Crystal Reports • Peachtree • Paychex • SAP • Microsoft Office Suite

**EXPERIENCE**

1. *AJ CyberTech Services*

ACCOUNTANT / 1st January 2016

I was Managing expense reports, Entering financial transactions and reconciling invoices.

Summarized current financial status by collecting information; preparing balance sheet, profit and loss statement, and other reports.

Substantiates financial transactions by auditing documents.

Manage all administrative tasks and Any other work required by the company

1. *AH Consulting, Islamabad, Pakistan*

Accounting / Billing Specialist / 16th Aung, 2018

1. I use to Collect Medical visit details from the electronic medical records software
2. Submit Medical Bills/Claims Electronically to Insurance Companies
3. Follow up insurance companies with sent Medical Bills/Claims electronically
4. Communicate with Clients on a daily basis in order to address issue
5. Post received payments from Insurance companies
6. Compile and submit daily, weekly, quarterly & annual reports to clients
7. Book keeping, Payroll, Audit, Accounting and taxes
8. Participate in the Training of new Staff
9. Participate in Training sessions & seminars/webinars