

Note: Attempt all the Questions. All questions carry equal marks.

Question 1

What is Communication, explain in detail all the types?

Communication is sending and receiving information between two or more people. The person sending the message is referred to as the sender, while the person receiving the information is called the receiver. The information conveyed can include facts, ideas, concepts, opinions, beliefs, attitudes, instructions and even emotions.

Types of Communication

VERBAL COMMUNICATION: verbal communication seems like the most obvious of the different types of communication. It utilizes the spoken word, either face-to-face or remotely. Verbal communication is essential to most interactions, but there are other nonverbal cues that help provide additional context to the words themselves. Pairing nonverbal communication with the spoken word provides a more nuanced message.

NONVERBAL CUES SPEAK VOLUMES: Nonverbal communication provides some insight into a speaker's word choice. Sarcasm, complacency, deception or genuineness occur within nonverbal communication. These things are often communicated through facial expressions, hand gestures, posture and even appearance, all of which can convey something about the speaker. For instance, a disheveled speaker with wrinkled clothes and poor posture would communicate a lack of confidence or expertise. A speaker with a nice suit, who stood up straight and spoke clearly, may appear more serious or knowledgeable.

VISUAL COMMUNICATION: visual types of communication include signs, maps or drawings as well as color or graphic design. These typically reinforce verbal communication, and they help to make a point. Visual aids can help a speaker remember important topics, give the audience something to look at, and generally help convey the message being presented.

Question 2

Elaborate Skimming and Scanning in the light of reading?

Skimming requires a lower understanding of word recognition than compared to scanning. Procedure - Read the introductory paragraph and the conclusion paragraph very carefully. You should search for headings and subheadings to get a good grasp of the idea. If you don't have much time and you need to determine whether a book is worth purchasing, borrowing, or reading, 'skimming skills' will aid you in the process.

Scanning. Scanning refers to the technique when one looks into the document or the text provided for searching some specific text such as some keywords. Scanning is another useful tool for speeding up your reading. Unlike skimming, when **scanning**, you look *only* for a specific fact or piece of information without reading everything.

You scan when you look for your favorite show listed in the cable guide, for your friend's phone number in a telephone book, and for the sports scores in the newspaper.

For scanning to be successful, you need to understand how your material is structured as well as comprehend what you read so you can locate the specific information you need.

Scanning also allows you to find details and other information in a hurry.

Reading topic sentences and concluding sentences only works if the title is professionally written non-fiction.

Some religious books index Scripture passages. This is called a "Scripture index."

Finally, you may want to consult books which will help you develop active reading skills, a classic one would be "How to Read A Book" by Adler and Van Doreen.

Take notes, since you are not reading you will need these notes to help you remember.

Check out the "Index" of a book. This will give you somewhat of a bird's view of subjects and amount of space the writer devotes to each topic. This is called a "subject index."

Some books even offer an index of authors the writer refers to in the book. This is called an "author index."

Question 3

What are the 7 C's of Communication, explain all of them?

The 7 C's of Communication is a checklist that helps to improve the professional communication skills and increases the chance that the message will be understood in exactly the same way as it was intended. To have effective communication, one should keep the following 7 C's of communication in mind: The 7 C's of communication, also known as the 7 principles of communication are a useful way to ensure good and business communication. The 7 C's of Communication provide a useful check list as a result of which both written and verbal communication pass off in a clear, plain, target group-oriented and well-structured manner. Completeness

Clear: When writing or speaking to someone, be clear about your goal or message. What is your purpose in communicating with this person? If you're not sure, then your audience won't be sure either.

To be clear, try to minimize the number of ideas in each sentence. Make sure that it's easy for your reader to understand your meaning. People shouldn't have to "read between the lines" and make assumptions on their own to understand what you're trying to say.

Concise: When you're concise in your communication, you stick to the point and keep it brief. Your audience doesn't want to read six sentences when you could communicate your message in three.

Are there any adjectives or "filler words" that you can delete? You can often eliminate words like "for instance," "you see," "definitely," "kind of," "literally," "basically," or "I mean." "Are there any unnecessary sentences?"

Have you repeated the point several times, in different ways?

Concrete: When your message is concrete, then your audience has a clear picture of what you're telling them. There are details (but not too many!) and vivid facts, and there's laserlike focus. Your message is solid.

Correct: When your communication is correct, it fits your audience. And correct communication is also error-free communication.

Do the technical terms you use fit your audience's level of education or knowledge?

Have you checked your writing for grammatical errors? Remember, spell checkers won't catch everything.

Are all names and titles spelled correctly?

Coherent: When your communication is coherent, it's logical. All points are connected and relevant to the main topic, and the tone and flow of the text is consistent.

Complete: In a complete message, the audience has everything they need to be informed and, if applicable, take action. Does your message include a "call to action", so that your audience clearly knows what you want them to do? Have you included all relevant information – contact names, dates, times, locations, and so on?

Courteous: Courteous communication is friendly, open, and honest. There are no hidden insults or passive-aggressive tones. You keep your reader's viewpoint in mind, and you're empathetic to their needs.

Question 4

Define and differentiate Letter and Memo?

Differences Between Memo and Letter:

The memo can be defined as a short message, written informally to communicate certain information to the members of the organization. Conversely, letters can be understood as a means of a verbal communication containing a brief message addressed to a party external to the business. A memo uses informal tone and is straight to the point. On the other extreme, letters are very formal and contain lots of information. The use of memorandum is internal to the organization, in the sense that it is exchanged between two departments, or units or sent by the manager to inform subordinates. As against, the use of letter is external in nature, as it is exchanged between two business houses or between the company and client. When it comes to length, letters are lengthier in comparison to the memo. There is no requirement of a signature in the memo, as it is used within the organization. However, the letter is to be duly signed by the one who sends it. Memos are written to inform or direct, a department or number of employees on a certain matter and so it is usually written from one to all perspective, such as mass communication. Contrary to this, letters are private as it addresses to a particular party or client, so it is a form of one to one interpersonal communication. Technical jargons are commonly used in memos, as well as uses personal pronouns. Unlike, letters avoid the use of technical jargons and terms which are not easy to comprehend. Moreover, letters are written in the third person.

Question 5

Give a brief definition of vocabulary, also explain the types of Vocabulary

Vocabulary (from the Latin for "name," also called word stock, lexicon, and lexis) refers to all the words in a language that are understood by a particular person or group of people. There are two main types of vocabulary: active and passive. An active vocabulary consists of the words we understand and use in everyday speaking and writing. History and Etymology for vocabulary. Middle French vocabulaire, probably from Medieval Latin vocabularies, from neuter of vocabularies verbal, from Latin vocabulum a list or collection of words and their meanings 2: the words used in a language, by a group or individual, or in relation to a subject Keep scrolling for more.

types of Vocabulary: There are two main types of vocabulary:

active and passive. An active vocabulary consists of the words we understand and use in everyday speaking and writing. Passive vocabulary is made up of words that we may recognize but don't generally use in the course of normal communication.

GOOD LUCK !