

Name

ZAHID-U-REHMAN

student ID

16603

Department

BS (CS)

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subject

communication skill

submitted, to : Naeem Ullah

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Date

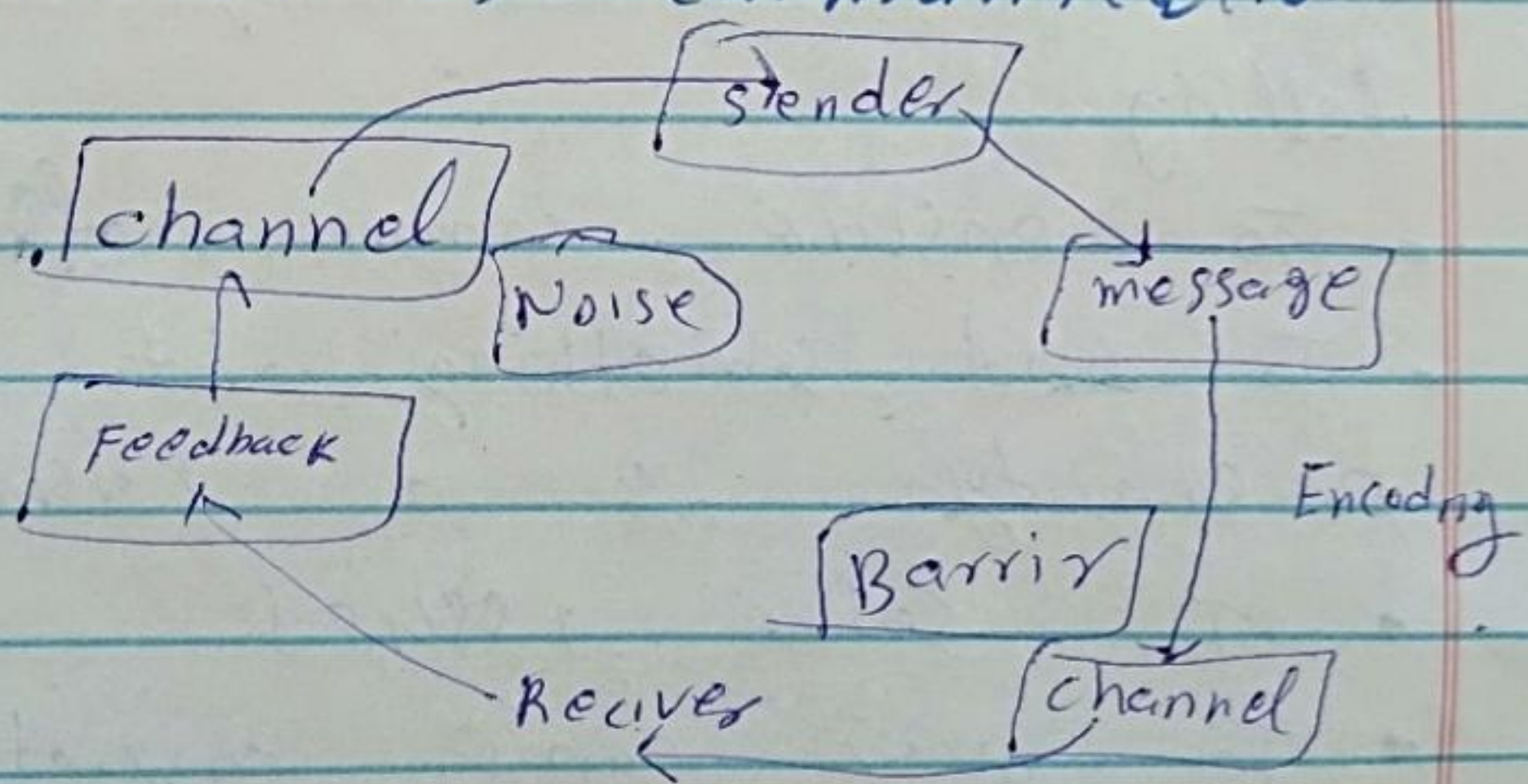
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# Question 1

## Q No 1 communication:

- It is the way to express your ideas thoughts, expressions, feeling or emotion through verbal or non verbal signs and symbol.
- communication is a process of transmitting n receiving verbal or non verbal msgs.

### Process of communication.



### How to overcome Barriers of communication:

- Taking the receiver more seriously.

- ~~clear~~ crystal clear message.
- Delivering message skilfully.
- focusing on the receiver.
- using multiple channels to communication instead of relying on one channel.
- Ensuring appropriate.
- Be aware of your own state of mind / emotion / attitude.

### purposs of communication

- To express our thoughts or feeling.
- To ensure communication.
- To find something abt personality of a person.
- To solve issues.
- To over come anxiety through counseling etc.

## components of communication

- (1) context
- (2) sender
- (3) Encoding
- (4) message
- (5) medium
- (6) Receiver
- (7) Decoding
- (8) Feedback
- (9) Noise.

### oral message

- Immediate feedback.
- shorter sentences n shorter words.
- conventional
- more colloial lang.
- Focus more on ~~non~~ non verbal action.

### written message.

- Delayed feedback.
- more formal.
- focus on content.

- Direct speech.
- Delayed action.
- non verbal communication.
- Facial expression,
- Gestures.
- movement
- silence
- Time
- space
- small n touch.
- Voice Quality.

### scope of communication

- Executive success is based.
- A valuable job requirement
- Develops the right attitude to drive the nail aright
- An essential task for promotion through out the life.

## Question 2

different between skimming  
 and scanning.

Skimming: The type of reading techniques in which we quickly read the passage or any kind of text in order to get the general idea of that particular text.

### How to skim

- Read the title
- Read the summary
- Read the first
- or last paragraph. there is one
- sentence of each paragraph.
- Read the subtitle or introduction.

### When skimming.

- Don't read every thing in detail but try to skip the text

- Read the first and last sentence of each paragraph.
- Read the introduction and summary.
- Read a few examples until you understand the concept of the text.

## SCANNING

The type of reading technique in which we read in order to find and locate what we are searching for we quickly skip the text and rapidly run through the text until we find our specific details.

IN scanning we search for  
key words.

- Particular name.
- number
- Telephone number.
- Program.
- Date.

scanning net only what  
you need.

- search for key words
- move quickly over the  
page.
- less reading and more  
searching.

prepared by

sir NAEEM ulah kaka khal



## question 3

## • 7C's of communication.

- 1 completeness
- 2 correctness
- 3 conciseness.
- 4 concreteness
- 5 consideration.
- 6 clarity
- 7 courtesy.

## 1 completeness

- provide all necessary info.
- Answer all question.
- give something extra when describes.

## 2 conciseness.

- Eliminate wady expressions
- include only relevant material.
- Avoid unnecessary repetition.

### 3 consideration.

- Focus on "you" instead of "I" or "we"
- put emphasize positive n pleasant facts.
- show audien benefits

### 4 concreteness.

- use specific facts n figures
- put action in your verb.
- choose image-building words.

### 5 clarity

- choose precise, concrete n familiar words.
- construct effective sentence and paragraphs.

### 6 courtesy.

- Be sincere tactful thoughtful n appreciative
- Use expression that show respect.

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- choose nondiscriminatory expression
- 7 correctness
- use the right way n level of language acc to audience benefits.
- check accuracy of fact, figures n words that u have good
- maintain acceptable writing mechanics i.e. sentence corrections level.

## Question No 4

### Different Letter and memo

memo  $\Rightarrow$  A memorandum or shortly know as a memo is a precise official note, used to inform, direct or advise the member within the same organization, However the business deals with a number of external parties such as customers, clients, suppliers, government agencies, manufacturers, societies etc. for which a different tool of communication is used called as a business letter.

~~Def~~

## Letter:

A letter refers to a brief message sent by the company to the person or entity which are outside.

The relationship between the sender and receiver plays a significant role in determining the overall style in which the letter is drafted.

These are used for a number of reasons such as a request for information or feedback, order placement making complaints or grievances enquiring something or taking follow.

The letter is printed.

typed or written on the letter head paper. which contains the details of the company like name, address, logo etc. As business letters are evidence for both the parties concerned. immediate.

Key Different between memo and letter

different b/w memo and letter?

The memo can be defined as a short message written informally to communicate certain information, conversely, letter can be understood as an means of a verbal communication. containing a brief message addressed to a party external. A memo uses information. tone and it straight.

The use memorandum is internal to the organization in the sense.

When it comes to length letters are longer in comparison to the memo. Comparison of memo and letter.

meaning memo refers to a short message.

- Nature memo informal and concise letter formal and information.
- Exchanged between memo department units or superior-subordinate with the organization letter two business houses or between the company and client. Pronoun is allowed letter simple used.

Question : 5

Vocabulary:

- Vocabulary basically refers to word ; list of word" or the stock of words" used by a person.

Types of vocabulary:

- **Active Vocabulary:** which we use for speaking or writing.
- **passive vocabulary:** The which we can understand when we hear or read.
- Our reading and writing vocabulary is large than our spoken vocabulary because we have time to make an effort to recall and there is when we read or write, speech flows faster



So our reading vocabulary  
is the largest and  
our spoken vocabulary  
is the smallest, we use  
use all the words we  
words we know when  
we are reading and  
use the fewest of  
the words we know  
when we are speaking.