

Department of Art & Design

Subject: Business English

Total Marks: 50

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NOTE: ATTEMPT ALL THE QUESTIONS:

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 INTERPERSONAL COMMUNICATION:

Interpersonal communication is an exchange of information between two or more people.

Example:

Communication take place between an employer and an employee, a teacher and a student or with the person that you are meeting for the first time etc.

INTERPERSONAL ENCOUNTER:

Interpersonal means relating to relationships or communication between people and encounter means unexpectedly be faced with experience. So Interpersonal encounter can be defined as not so positive feelings that arise from interactions with people. This mainly happens because of not having positive attitude, having bad good language, does not know the right way to deliver the message or you are not well prepared. These are the main reasons which end up having interpersonal encounter.

Strategies for maintaining verbal communication during interpersonal encounter.

1. Active listening

Most listeners concentrate on thinking about what they will say to the speaker. Active listening means, being attentive and understanding the information communicated. After listening responsively, you can provide thoughtful answers. It is one of the best interpersonal communication skills which will help to maintain further interaction.

2.Positive attitude

Positive attitude and being positive is the key to communicational skills. You must be friendly. IF the things are not working out as expected, you have to maintain a positive attitude in regards for further interaction.

3.Body language

Most people listen more to your body language and the tone of your voice than your words. How you smile, nod, and maintain your body contact speaks a lot to the audience. Make sure that you keep an open body language. It includes uncrossed arms, relaxed posture, and eye contact. A crossed body shows that you're uninterested in what others say.

4.Openness

Keep this in your mind tha all people will not share your views. Some will significantly oppose you. You should be open to listening to those with opposing ideas. By doing so, you will know why they came up with such opinions. Their reasoning may challenge yours ideas People will admire your willingness to learn from those who disagree with you. So being open is required in such situation.

5.Assertiveness

Most people like assertivepersons. Assertiveness is being fair in the way you express your opinions. Being calm and honest as you express your views and consider other people's opinion. If you're assertive, you'll tell people how you feel. Also, you will listen to the views of others and understand. Moreover, you should use facts and avoid being judgmental.

6. Speak with confidence:

Confidence is a self declaration arising from an appreciating your true abilities. Speaking with confidence includes the words you choose, the tone of

your voice, your eye contact etc. In short its also very important for futher interaction.

7. Don't talk too much:

Very few people like to be around someone who talks too much and dominates the conversation. Extra words makes the other person confused and is not effective in active communication. Talk to the point in first interaction.

8. Be friendly:

People who communicate with a friendly tone and warm smile almost always have the edge. The reason is very simple as we are subconsciously drawn to people who are friendly because they make us feel good.

9. KNOW THE SITUATION:

There may be different situation for speaking. The situation may be pleasant, neutral, or unpleasant. You must adopt the right way. Be friendly, formal or informal according to the situation.

EXPLANATION:

_All the 9 types of interpersonal communication skills are not only applied in between an employer and an employee but these skills can be applied in daily life which includes with teachers, with friends, with stranger or with relatives etc. So these are some strategies which will maintain the success of verbal communication for further interaction.



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?

ANS. MESOLITHIC PERIOD:

Mesolithic Period is also called Middle Stone Age. The middle stone age started from approximately from 10,000 BCE to 8,000 BCE.

FORM OF COMMUNICATION:

There are three form of communications which are listed below:

1. Oral communication.
2. Written communication.
3. Non-verbal communication.

FORM OF COMMUNICATION IN MESOLITHIC PERIOD:

Non-verbal form of communication was the main form of communication in Mesolithic periods. People used signs ,symbols ,colors or gesture etc to communicate with each other.

TYPE OF NONVERBAL COMMUNICATION:

There are many types of non-verbal communication which are listed below:

1.FACIAL EXPRESSIONS

Facial expressions are responsible for huge proportion of nonverbal communication.

PSYCHOLOGICAL FACTORS:

Consider how much information can be conveyed with a smile or a frown. The look on a person's face is often the first thing we see even before we hear what they have to say.

2. EYE GAZE:

The eye play an important role in nonverbal communication and such things as looking, staring and blinking are important nonverbal behaviours.

PSYCHOLOGICAL FACTORS:

When people encounter people or things that they like, the rate of blinking increases and pupils dilate. Looking at another person can indicate a range of emotions including hostility, interest and attraction.

3.ARTIFACTS:

Objects and images are also tools that can be used to communicate nonverbally. Normally people often spend a great deal of time in surrounding themselves with objects which are designed to convey information about the things that are important to them

PSYCHOLOGICAL FACTORS:

Artifacts convey many psychological factors for example uniforms can be used to transmit a tremendous amount of information about a person. A police officer will wear a uniform and the doctor will wear white lab coat. At a mere glance, these outfits tell people what a person does for living.

4.PROXEMICS:

People often refer to their need for “personal space” which is also an important type of nonverbal communication. The amount of personal space communication with another person usually varies between 18 inches to 4 feet. Speaking to crowd of people is around 10 to 12 feet.

PSYCHOLOGICAL FACTORS:

The amount of distance we need and the amount of space we perceive as belonging to us is influenced by a number of factors situational factors, personality characteristics and level of familiarity etc.

5.APPEARANCE:

Our choice of color, clothing, hairstyles, and other factors affecting appearance are also considered a means of nonverbal communication.

PSYCHOLOGICAL FACTORS:

Just think of all the judgments we quickly make about someone based on his and her appearance. The first impressions are important.

6.BODY LANGUAGE AND POSTURE:

Posture and movement can also convey a great deal of information. Research on body language has grown significantly since 1970s.

PSYCHOLOGICAL FACTORS:

When a person is bored, he may gaze around the room rather than looking at the speaker or he may shift positions frequently. When a person is nervous, he may bite nails or mash hair.

7.HAPTICS:

Communicating through touch is another important nonverbal behavior. There has been a substantial amount of research on the importance of touch in infancy and early childhood.

PSYCHOLOGICAL FACTORS:

By touching, one can express a wide range of emotions. However the accepted modes of touch vary depending on gender, age, relatives status, intimacy or cultural background of a person

8. SILENCE:

silence is the powerful tool of communication .It may have a positive or negative meaning.

PSYCHOLOGICAL FACTORS:

In a classroom, silence indicates that students are listening carefully and attentively. In the same way, through silence one can communicate his lack of interest or a failure to understand.

9. PARA-LINGUISTIC:

Non-verbal communication includes such vocal elements which are tone, pitch, rhythm, timbre, loudness and inflection etc.

PSYCHOLOGICAL FACTORS:

These vocal elements means alot in nonverbal communication. Loudness or pitch in voice comes when a person is angry or happy.

NONVERBAL COMMUNICATION EFFECTS ON SOCIETY AND INDIVIDUAL :

There are many effects on society and individual due to non-verbal communication. A person's mindfulness may help increase understanding of personal nonverbal communication as well as the communication styles of others. Bringing oneself to the present and attending to facial expressions or posture can enhance self-awareness and may help one communicate more effectively with others. For example, while talking, a person might actively think about gestures, tone of voice, eye contact, and body movement and consider

the other person's reaction to these aspects of communication. So nonverbal communication is very necessary in society and it brings huge impact and these rules are also applied whether you are communicating with single person or group.

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?

BUSINESS WRITING:

A Business writing is a form of professional communication that typically consists of memorandums, emails, letters, and other documents. Usually found within a work environment, business writing helps employees communicate efficiently. Business writing is also used for communication with outside sources such as other companies or customers. The goal of business writing is to clearly define to your addresser what you are trying to portray.

BUSINESS WRITING SKILLS:

Business writing doesn't have to be boring. In fact, it can be a great test of your writing skills and how well you can share your ideas. There are some skills which are listed below and these skills should be practice for developing better business writing skills.

1. Purpose Defining:

Don't just sit down and start writing right away. Instead, you need to think about what you are writing, and why you are writing. What is your purpose for composing this document? By defining your purpose, you will have a better understanding of what to write and how to write it.

2. Clear Language

One of the biggest differences between business writing and other types of writing is that it needs to be brief. Less is definitely more when it comes to

business writing skills, but you need to make sure that your ideas are clear to your reader too.

3. Writing for Your Spectators:

Write while keeping your spectators in your mind. Think about what they know already. If you're writing to a specific person or group of people, look for ways to personalize the document by considering their interests and what they exactly want.

4. Conversational Tone

While writing for business, people typically choose a more professional and exaggerated tone but it mostly depends on the document you are writing. A conversational tone may be preferred when you are communicating with consumers then your writing should feel like a person wrote it and not wrote by a robot. Using a conversational tone helps your readers engage with what they are reading and in this way they connect with you.

5. Composition:

It's very important to think about the organization of your written materials. In business writing you should give the most important information first. Since most people will read the first paragraph and this will decide either they should read the rest of the document or not. So make sure to place your most important points in the beginning.

6. Phrasing:

As to become an expert in your field then try to use simple words that everyone that is reading your work will understand.

7. Active Voice

Using active voice strengthens your sincerity and adds power to your ideas. The opposite of active voice is passive voice. Passive voice tends to use more words to say the same thing, but it weakens your statements. Focus on using active voice to improve your business writing skills.

8. Facts Over Opinion

To build reliability in the industry, try to write about facts rather than your opinion into your writing. Stick to the facts with statistics, data, and benefits of your products or services.

9. Different Platforms:

There are many different platforms for your business writing which includes web articles, blog posts, social media posts, and video scripts. If you are planning on writing for these different platforms, you need to learn the techniques and tricks needed for each one because different platforms needs different techniques.

10. Punctuation and Grammar:

Make sure that your writing is error-free before it gets in the hands of your customers, clients, investors, and others. Bad grammar and bad punctuation errors will make a bad impression and reduce your credibility. If you struggle with grammar and punctuation, send your work to someone who can edit it for you. In this way u can make a good impression.

EFFECTIVE BUSINESS COMMUNICATION STRATEGIES:

Some of the effective business communication strategies are listed below :

1. Be clear about your ideas. Whether you are relating to someone else in person, by e-mail, or over the phone, state your goal at the start of the conversation.
2. Avoid absolutes in communication.
3. Don't speak for other people in other words speak in the first person to relay your personal feelings and experiences.
4. Practice active listening and focus on nonverbal cues.
5. Ask questions and carefully understand what they want
6. Make sure to confirm what you understand and what they want.
7. Once the other person feels heard, it's time for you to share your point of view. This means share your perspectives.

These are some strategies which will make your Business communications stand out.

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:

Public speaking skills refer to the talent of effectively addressing an audience or Public speaking is the process or act of performing a speech to a live audience. Whether it is in front of a group of people you already know or a crowd of complete strangers, your ability to communicate to them with clarity and confidence is known as your public speaking skills.

TYPES OF SPEECHES:

There are four basic types of speeches which are listed below:

1. Informative speech
2. Demonstrative speech
3. Persuasive speech
4. Entertaining speech

WHY PEOPLE ARE AFRAID OF PUBLIC SPEAKING:

There are many reasons due to which people are terrified of public speaking which are as follows:

1. Being judged is the main point due to which people are afraid of public speaking. People form opinions about you.
2. There may be plenty of other people who thinks they know everything much better than u. The world is full of them. The word "hater" didn't appear by chance.
3. People have strange thoughts about someone will find out that they are saying something wrong or they are fraud.
4. Many people don't want to make a silly mistake on stage while a group of people have their eyes on you or laugh on you.
5. The rank of terror is high on the scale while you are talking publicly. When you analyse this fear, you will see that the things might mix up .
6. Freezing is another reason. Imagine completely seizing up and not being able to think or speak.
7. Not being able to please everyone.
8. Thinking that no one will believe in you or think that you are credible.
9. Being physically attacked by someone in the audience
10. Not knowing the answer to a question asked by someone in the public

STEPS OF DELIVERING PUBLIC SPEECH:

1. Watch the experts in action and notice their style and habits and learn from mistakes.
2. Regardless of how many times you've made a speech there is always room for improvement.
3. Your opening statement needs to 'pack a punch' like tell a joke in start.
4. Arrange your presentation but remember that you want your audience to walk away with at least three points from your talk that remain at the forefront of their mind.
5. Preparation includes taking care of yourself so makes sure that you run through your speech the day before with a friend, get a good night's sleep
6. On the day of your speech make sure you arrive with enough time to settle yourself.
7. One of the most common errors people make when giving a speech, especially if they are new to public speaking, is they rush through their presentation. You need to slow down so that people can actually take on board what you are saying.
8. Even the best of speakers use notes/q-cards as a guide for their speech. Notes help the speaker keep on track.
9. When you stand up to speak walk slowly to the podium and wait a few seconds when everyone is attentive then start your presentation.
10. Be authentic –people can hear it in your voice when you are authentic and they will love you for it.

STRATEGIES TO IMPROVE YOUR PUBLIC SPEAKING :

1. PLAN APPROPRIATELY:

First, make sure that you plan your communication appropriately. For example, you could start with an interesting statistic, headline, or fact that pertains to what you're talking about and resonates with your audience.

2. PRACTICE:

"Practice makes perfect!" You simply cannot be a confident, compelling speaker without practice.

3. ENGAGE YOURSELF WITH AUDIENCE:

When you speak, try to engage your audience. This makes you feel less isolated as a speaker and keeps everyone involved with your message.

4. PAY ATTENTION TO BODY LANGUAGE :

Body language will give your audience constant, subtle clues about your inner state. If you're nervous, or if you don't believe in what you're saying, the audience can soon know. Pay attention to your body language: stand up straight, take deep breaths, look people in the eye, and smile. Don't lean on one leg or use gestures that feel unnatural.

5. THINK POSITIVELY:

Positive thinking can make a huge difference to the success of your communication, because it helps you feel more confident.

6. WATCH RECORDINGS OF YOUR SPEECHES:

Whenever possible, record your presentations and speeches. You can improve your speaking skills dramatically by watching yourself later, and then working on improving in areas that didn't go well.

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.

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OBJECTIVE

To work diligently and learn from my colleagues. Lead my organization and work with top management.

PROFESSIONAL QUALIFICATIONS

Chartered Accountant (ICAP)

SKANS Lahore

WORK EXPERIENCE

Pepsico

Internee

jan 2017 - oct 2017

Ferguson Co

Accountant

Feb 2018 - march 2020

INTERESTS

Cave painting, online games and looking into others account.

AWARDS

Best internee of the Year (Pepsico)

REFERENCES

References available upon request.

