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**Subject:** Business communication

**Mid term paper.**

**•Question1::** what are the difficulties in the process of effective communication how can there difficulties be overcome?

**•Answer:**

 Effective business communication is a two- way process of exchanging ideas and information and good communication skills are an important element for the development of good relationships.

**Difficulties to effective communication.**

**•** use of jargon.

• lack of attention.

• Differences in the perception and viewpoint.

• physical difficulties to non verbal communication.

• language difference.

• Expectation and preconceptions.

**Over coming the difficulties.**

1. Have clarity in your thoughts.

You should have clear our thoughts, and draw a stepwise diagram to convey the proper message.

**2:** understand the needs of your audience.

You should understand his behaviour nature, religion and culture for showing respect for religion beliefs and then starting your point of view.

**3:** seek the advise of other before communicating.

If you are going for high profile meeting, you should seek the advise from your seniors and experience colleagues.

**4:** Take adequate care of your time, language and way you are speaking.

Message should be a simple and clear tone which attracts the listener.

**5:** Have a feedback from the receiver.

This is a most polite and best way to have your listener involve in a conversation.

**6:** Make use of the body language.

Avoid showing to much of emotional feelings and to much unnecessary movements. Try to keep always a smile face and make eye to eye contact, keep you eye gazed at the person for than five seconds.

**7:** Avoid overloading to much of information.

People would get bored if they are bombarded with the unnecessary and to much of information. So, try to deliver the useful or informative parts according to the topic discussion.

**8:** Keep you anger in control.

 If you do not agree with point of view it anything don’t be aggressive or show your anger which against your ideology.

**•Question2. :** Draw a format of business letter indicating the position of all essential and non- essential parts of business letters.

**•Answer:**

 There are several formats for writing professional letters, some of them are most common which were used oftenly.

1. Block form.
2. Indented form.
3. Simplified form

We have some essential and non- essential parts in business letters.

**Essential parts of letters.**

These requirements are the standard letters parts, it is for every style or format.

1. Heading .
2. Date.
3. Inside address.
4. Salutations.
5. Body of the letters.
6. Complimentary close
7. Signature.
8. **Heading.**

Consist of name and address of the company where behalf the letters was written.

1. **Date.**

It is very essential for a business letters, it shows the proof as to when the was written.

1. **Inside address.**

It Cavies the name and a complete address of the person or the company .

1. **Salutation.**

Salutation is a friendly and respected greetings to the reader, and always written on the left hand margin.,

1. **Body of the letters.**

It contain the complete message.

1. **Complimentary close.**

It should be always directly related to the solutions, if salutation is ( Hello) the complimentary close should be ( good bye)

1. **Signature.**

It is very important essential for business letters, without signature the letters is no worth.

**Non essential parts for business letters.**

There parts are not important for all the formats, these parts maybe mentioned when they required.

1. Reference line.
2. Attention line.
3. Subject line.
4. Identification line.
5. Enclosure line.
6. Carbon copies.

1. **Reference line.**

Used for reference numbers of a letters reference lines used for the purpose for link the previous letters with the present.

1. **Attention line.**

It expressed the desire to invite the attention of individual , and if inside address already contain a name the no attention line is required.

1. **Subject line.**

It is the central idea of the message .

1. **Identification line**

It shows the writer’s of the letters that who wrote or typed the letters.

1. **Enclosure line.**

The purpose of the enclosure line is for to close the letters.

1. **Carbon copy.**

It is used for the record of business.

 **Question3:** what are the seven c’s of communication? Describe how correctness and completeness Can make a business message effective?

**Answer:**

 **Seven c’s :**

1. Completeness.
2. Concreteness.
3. Clarity.
4. Courteous.
5. Conciseness.
6. Consideration.
7. Corrections.
8. **Completeness.**

Message should be complete and give good complete results, and provide all necessary information.

1. **Concreteness.**

Writing should be relevant to the point and specific and use specific facts and figures.

1. **Clarity.**

Communication purpose should be clear. Use the proper punctuation and precise familiar words.

1. **Courteous.**

It means being humble and polite. Use experiences they shows respect in communications and every where.

1. **Conciseness**

It means over message should be less and short which can understand to be everyone, people are very busy they don’t have time to go through long message.

1. **Consideration.**

It means to think the view from other angles focus once “you” instead of I and we.

1. **Correctness.**

It means that what we are presenting that should be correct and always in a proper format. Use the correct level of language grammar and spellings.

**•** correctness and completeness are very important for the effective business message, because there two attracts the readers or listener attention. As we mention the correctness and completeness properties, correctness and completeness gives a physical structure for the readers or listener. As correctness shows the proper level of language grammars and spelling and completeness results in providing all the necessary information.