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**Paper: Business communication**

**Date: /19/8/2020**

**Q1. What are the difficulties in the process of effective communication? How can these difficulties be overcome?**

**And)**

 **The use of jargon.** Over-complicated, unfamiliar and/or technical terms.

 **Emotional barriers and taboos.** Some people may find it difficult to express their emotions and some topics may be completely 'off-limits' or taboo. Taboo or difficult topics may include, but are not limited to, politics, religion, disabilities (mental and physical), sexuality and sex, racism and any opinion that may be seen as unpopular.

 **Lack of attention, interest, distractions, or irrelevance to the receiver.**

 **Differences in perception and viewpoint.**

 **Physical disabilities such as hearing problems or speech difficulties.**

 **Physical barriers to non-verbal communication.** Not being able to see the non-verbal cues, gestures, posture and general body language can make communication less effective. Phone calls, text messages and other communication methods that rely on technology are often less effective than face-to-face communication.

 **Language differences and the difficulty in understanding unfamiliar accents.**

 **Expectations and prejudices which may lead to false assumptions or stereotyping.**  People often hear what they expect to hear rather than what is actually said and jump to incorrect conclusions.

 **Cultural differences.**  The norms of social interaction vary greatly in different cultures as do the way in which emotions are expressed. For example, the concept of personal space varies between cultures and between different social settings.

**HOW CAN THESE DIFFICULTY’S OVER COME**

1. Not listening actively. **Communicating** effectively often means taking note of what the other person says so that you can make an appropriate responjarg.
2. Not paying attention.
3. Not being clear and concise.
4. Using jargon.
5. Avoiding the concerns of others.

**Q2. Draw a format of a Business Letter indicating the position of all essential and non-essential parts of business letter.**

Ans)**Business later format**

### **The Heading or Letterhead**

It usually contains the name and the address of the business or an organization. It can also have an email address, contact number, fax number, trademark or logo of the business.

### **2. Date**

We write the date on the right-hand side corner of the letter below the heading.

### **3. Reference**

It shows the department of the organization sending the letter. The letter-number can also be used as a reference

### **4. The Inside Address**

It includes the name, address, postal code, and job title of the recipient. It must be mentioned after the reference. One must write inside address on the left-hand side of the sheet.

### **5. Subject**

It is a brief statement mentioning the reason for writing the letter. It should be clear, eye catchy, short, simple, and easily understandable.

### **6. The Greeting**

It contains the words to greet the recipient. It is also known as the salutation. The type of salutation depends upon the relationship with the recipient.

It generally includes words like Dear, Respected, or just Sir/Madam. A comma (,) usually follow the salutation.

### **7. The Body Paragraphs**

This is the main part of the letter. It contains the actual message of the sender. The main body of the mail must be clear and simple to understand. The body of the letter is basically divided into three main categories.

### **The Complimentary Close**

It is a humble way of ending a letter. It is written in accordance with the salutation. The most generally used complimentary close are Yours faithfully, Yours sincerely, and Thanks & Regards.

### **9. Signature and Writer’s Identification**

It includes the signature, name, and designation of the sender. It can also include other details like contact number, address, etc. The signature is handwritten just above the name of the sender.

### **10. Enclosures**

Enclosures show the documents attached to the letter. The documents can be anything like cheque, draft, bills, receipts, invoices, etc. It is listed one by one.

### **11. Copy Circulation**

It is needed when the copies of the letter are sent to other persons. It is denoted as C.C.

### **12. PostScript**

The sender can mention it when he wants to add something other than the message in the body of the letter. It is written as P.S.

**Q3. What are the seven C’s of communication? Describe how Correctness and Completeness can make a business message effective?**

**Ans)**

Seven C's of communication;

According to the **seven Cs**,**communication** needs to be: clear, concise, concrete, correct, coherent, complete and courteous.

### . 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.

### . 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.

### 3. 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 laser-like focus. Your message is solid.

### 4. Correct

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

### . 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.

### 6. Complete

In a complete message, the audience has everything they need to be informed and, if applicable, take action.

### . 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.

**Completeness -** The communication must be complete. It should convey all facts required by the audience. The sender of the message must take into consideration the receiver’s mind set and convey the message accordingly. A complete communication has following features:

* Complete communication develops and enhances reputation of an organization.
* Moreover, they are cost saving as no crucial information is missing and no additional cost is incurred in conveying extra message if the communication is complete.
* A complete communication always gives additional information wherever required. It leaves no questions in the mind of receiver.
* Complete communication helps in better decision-making by the audience/readers/receivers of message as they get all desired and crucial information.
* It persuades the audience.

**Correctness -** Correctness in communication implies that there are no grammatical errors in communication. Correct communication has following features:

* The message is exact, correct and well-timed.
* If the communication is correct, it boosts up the confidence level.
* Correct message has greater impact on the audience/readers.
* It checks for the precision and accurateness of facts and figures used in the message.
* It makes use of appropriate and correct language in the message.