

Name ★ M. Usama

ID NO ★ 16035

Paper ★ English

Date ★ 23/6/2020

Semester ★ 2nd

Q 1

Ans:- Communication:-

Communication is a process of transmitting, receiving verbal or non verbal messages.

Types of communication:

(1) Verbal:-

Verbal communication is

use of language to transfer information through speaking or sign language.

• Use a strong, confident speaking voice.

• Use active listening.

o Avoid filler words.

(2) Nonverbal: Is the use of body language, gestures and facial expressions to convey information to others. It can be used both ~~often~~ unintentionally. For example, you might smile unintentionally when you hear a pleasing or enjoyable idea or piece of information. Nonverbal is helpful when trying to understand other's thoughts and feelings.

(3) Written: Written communication is act of writing, typing or printing symbols like letters and numbers to convey information. It is helpful because it provides a record of information for reference.

(4) Visual: Visual communication is the act of using Photographs, art, drawings, sketches, charts and graphs to convey information.



Q 2

Skimming:

The type of reading technique 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 or last paragraph if there is one.

- Read the first sentence of each paragraph.

• Read the subtitle or introduction.

**Scanning:** The type of reading technique in which we read in order to find and locate what we are searching for.

In scanning we search for key words.

- Particular name.
- Number.
- Telephone no.
- Program.
- Date.

Skimming and ~~skans~~ scanning are reading techniques that use rapid eye movement and keywords to move quickly purposes. Skimming is reading rapidly in order to get a general overview of the material.



Q3:

Ans: The 7 C's of communication is a checklist that helps to improve the professional communication skills and increase the chance that the message will be understood in exactly the same way as it was intended.

According to the seven C's, communication needs to be:

(1) Clear, (2) concise, (3) concrete,

(4) correct, (5) coherent, complete and courteous.

(1) Clear: Clear or plain language is characterized by explicitness, short sentences and concrete words.

(2) Concise: A message is clear when the storyline is consistent and when this does not contain any inconsistencies. When facts are mentioned, it is important that there is consistent, supporting information.

(3) Completeness: The message must be complete and geared to the world. The message must be based on facts and a complex message needs additional information and/or explanation.

(4) Concrete: Concrete business communication is also about a clear message. This is often supported by factual material

such as research data and

figures.

15) Correctness: A correct use of language has the preference in written business communication, grammatical errors must be avoided and stylistic lapses or a wrong use of words are not sufficient either in verbal.

16) Courtesy: In addition to considering the feeling and points of view of the target group, it is also important to approach the audience in a friendly and courteous manner.

17)

Q4

Answer:

Letter :- A letter

refers to a brief message sent by the company to the person or entity, which are outsiders.

Memo :- A memorandum or shortly known as a memo is a precise to official note, used to inform, direct or advise the members within the organization.

Difference b/w Letter and Memo.

A letter is a short or long message that is sent by one person to another while a memo is a short message that is



19) 9:

sent by a person to another. A letter is more formal and contains more information while a memo is informal and is very short. 3

A memo is more concise and to the point as compared to a letter.

Q4

Ans: Vocabulary:- A vocabulary also known as a wordstock or word-stocks, is a set of familiar words within a person's language. A vocabulary usually developed with age, serves as a useful and fundamental tool for communication and acquiring knowledge.

## Types of Vocabulary:

There are four types of vocabulary.

### (1) Listening Vocabulary:

This type of vocabulary refers to the words we hear and comprehend.

Features in the womb can perceive sound when their age is sixteen weeks.

### (2) Speaking Vocabulary:

Refers to the words we speak our speaking vocabulary is restricted.

### (3) Reading Vocabulary:

This vocabulary refers to the words we recognise when we read any text.

1111  
We read and understand many words, but we do not use them in speaking vocabulary.

#### (4) Writing Vocabulary:

This type of vocabulary represents those words which we again while writing to express ourselves. It is very easy to explain ourself verbally by using facial expressions and modulation of voice.

