

Final term

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Name

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Muhammad Kashif

ID

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16175

Program

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BS(SE) Sec A

Question No # 1

What is Communication explain in detail all the types?

## COMMUNICATION:-

It is the way to express your ideas, thoughts, expressions, feelings or emotions through verbal or non-verbal signs and symbol.

## Process of COMMUNICATION

COMPONENTS of Communication.

- 1) Context
- 2) Sender

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- 3) Encoding
- 4) Message
- 5) Medium
- 6) Receiver
- 7) Decoding
- 8) Feedback
- a) Noise

## ORAL MESSAGES:-

- Immediate feedback
- Shorter sentences n shorter words.
- Conventional e.g. OK.
- Focus on interpersonal relations

## WRITTEN MESSAGES:-

- Delayed feedback.
- Longer sentences n longer words
- More formal.
- Focus on content.

## NON-VERBAL COMMUNICATION:-

- Facial expressions
- Gestures (expressions through face)

(3)

- Postures
- Movements

## SCOPE of COMMUNICATION

- Project future in the present
- Raise awareness. Meet info. needs.
- Motivation raises
- Proper planning and coordination.

Question No # 3:-

What are the 7 C's of Communication, explain all of them?

Answer:-

## SEVEN C'S of COMMUNICATION

- 1) Completeness
- 2) Correctness
- 3) Conciseness
- 4) Concreteness
- 5) Consideration
- 6) Clarity
- 7) Courtesy

(4)

## 1) COMPLETENESS:-

- Provide all necessary info
- Answer all questions
- Give something extra when desirable.

## 2) CONCISENESS

- Eliminate wordy 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 audience benefit interest in the receiver's end

## 4) CONCRETENESS:-

- Use specific facts n figures
- Put action in your verb.
- Choose image-building words.

(5)

## 5) CLARITY:-

- Choose precise, concrete n familiar words
- Construct effective sentences and paragraphs

## 6) COURTESY:-

- Be sincere, tactful, thoughtful n appreciative
- Use expressions that show respect
- Choose nondiscriminatory expressions.

## 7) CORRECTNESS:-

- Use the right way n level of language acc to audience's benefit
- Check accuracy of fact, figures n words that u have used.
- Maintain acceptable writing mechanics, i.e sentence construction level

Question No # 4

differentiate letter and Memo.?  
Define and

(6)

Answer

## MEMO:-

A memorandum or shortly known as a memo is a precise official note, used to inform, direct or advise the members within the same organization. However, the business deals with a number of external parties 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.

## LETTER:-

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

## KEY DIFFERENCES BETWEEN

(7)

# MEMO AND LETTER:-

The points presented below explain the difference between memo and letter.

The memo can be defined as a short message, written informally to communicate certain information to the members of the organization. Conversely, letters can be understood as a means of a verbal

communication containing a brief message addressed to a party external to the business.

A memo uses informal tone and is straight to the point. On the other extreme, letters are very formal and contain lots of information.

## Question No # 5

Give a brief definition of vocabulary. also explain the types of vocabulary.

Answer

# VOCABULARY:-

Definition.

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- Vocabulary basically refer towards "list of words" or "the stock of words" used by a person

## TYPES OF Vocabulary:-

- 1. Active Vocabulary: Which we use for speaking or writing.

- 2. Passive Vocabulary: Which we use understand when we hear or read.

- Our reading and writing vocabulary is larger than our spoken vocabulary because we have time to make an efforts to recall words when we read or write. speech flows faster and there is less than time to recall words. So our reading vocabulary (passive one) is the largest and our spoken vocabulary (active one) is the smallest we use all the words we know when we are reading and use the fewest of the words we know when we are reading.



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Question No # 2:-  
Elaborate  
the  
right of Skimming and Scanning in reading.

Answer:-

## Skimming

Refers to the process of reading only main deals within a passage to get an overall impression of the content of a reading selection.

## Scanning:-

Is a reading technique to be used when you want to find specific information quickly. In scanning you have a question in your mind and you read a passage only to find the answer, ignoring unrelated information.

- Skimming and scanning is used when reading all types of documents

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- We skim to get the idea of what a document is about and typically skim all documents before we actually begin to read.
- As we skim, we....
- think about the topic
- think about what we already know about the topic
- start to guess or anticipate the details we are going to read about

THE

END