

U

Name: Shehid Abbas
ID # 16694
Semester # 2nd (Spring)
Subject :: Communication Skills
Instructor :: Naeem Ullah Kaka Khel
Final term - Semester Examination
Date :: 23/06/2020

d _____ d _____

Q4: Define and differentiate
Letter and Memo ?

Ans: 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 official note, used to inform, direct or advise the members within the same organization. However, the business deals with a number of external parties such as ~~com~~ customers, clients,

P.T.O

Suppliers, government agencies, manufacturers, societies, etc. for which a different tool of communication is used called as a business letter.

Definition of Letter:

A business letter can be defined as the form of written communication, that contains a long message, addressed to the party external to the organization i.e. supplier, ~~con~~ customers, manufacturer, or client. It ~~was~~ starts with a salutation, written professionally in the third person and has a complementary close with a signature.

The relationship between the sender and receiver plays a significant role in determining the overall style in which the letter is drafted. These are used for a number of reasons such as a request

P.T.O

for information or feedback, order placement, making complaints or grievances, enquiring something or taking follow-up.

The letter is printed, typed or written on the letterhead paper, which contains the details of the company like name, address, logo, etc. As business letters serve as evidence for both the parties concerned, so it needs to be polite, courteous and respectful to gain immediate response.

Definition of MEMO:

The memo is short for the memorandum which means a note or record for any use in future. It is a short message used as a means of informal short message communication within the organization, for transmitting information in writing. It may be titled as interoffice communication, office memorandum, or interoffice correspondence, rather than a memoranda.

(4)

The primary objective of memos is to disseminate business policies, procedures or related official business. These are written in one to all perspective and can be serve different purpose like conveying news, calling people to action or meeting.

One can use informal tone and personal pronouns in the memo. There is no requirement to use a salutation and complimentary close.

P.T.O

Different between Memo and Letter.

Memo

Letter

①

Meaning: Memo refers to a short message written in an informal tone for interoffice circulation of the information.

① Meaning: Letter are a type of verbal communication, that contains a compressed message, conveyed to the party external to the business.

②

Nature: Informal and concise

② Nature: Formal and informative.

③

Exchanged between: Departments, units or superior; sub-ordinates within the organization

③ Exchanged between: Two business houses or between the company and client.

④

Length: memo is short in length.

④ Length: letter is comparatively long.

⑤

Signature: Signature is not required in memo.

⑤ Signature: A letter is already (always) signed by the sender.

⑥

Communication: one to many.

⑥ communication: one to one.

d _____

d _____

Q 1: what is communication, explain in detail all the types?

Ans:

Communication -
The imparting or exchanging of information by speaking, writing or some other medium.

or
Means of sending or receiving information such as telephone lines or computers.

or.
Communication is derived from Latin word "communicare" which means "to share".
Communication is the act of conveying meanings from one entity or group to another through the use of mutually understood signs, symbols, and semiotic rules.

The following steps inherent to all communication are.

① The formation of communication motive or reason.

P.T.O.

- ② Message composition (further internal or technical elaboration on what exactly to express).
- ③ Message encoding (for example, into digital data, written text, speech etc).
- ④ Transmission of the encoded message as a sequence of signals using a specific channel or medium.
- ⑤ Reception of signals and reassembling of the encoded message from a sequence of received signals.
- ⑥ Decoding of the reassembled encoded message.
- ⑦ Interpretation and making sense of the presumed original message.

P.T.O

Types of communication in detail:

- ① Formal types of communication:-
This type of communication is also referred to as "official communication" and covers the gamut of verbal expressions that address a formal need.
- ② Informal Communication:-
Informal communication is surprisingly popular and also referred to as "the (unofficial) grapevine". This is often by word-of-mouth information. In fact it is this type of communication that opens you up to unofficial yet provocative information.
- ③ Oral Communication (Face-to-Face)
Face-to-face oral communication is the most recognized type of communication. Here, what you express comes directly from what you speak. Again, this can be formal or informal: with your friends and family, in a formal meeting or seminar, at work with your colleagues and boss,

with in your communication, during professional presentation etc.

④

Oral Communication (Distance)

Distance (oral) communication has made the world a smaller and more accessible place.

Mobile phones, VOIP, video-conference, 2-way webinars, etc. are all modern expansions of distance communication,

taking its expansion to the next ~~sto~~ subtle level.

And in this type of communication, your tone of voice and pace of delivery take priority over other expressions.

(5)

Non-verbal Communication :-

This type of communication is more subtle, yet far more powerful. It includes the entire gamut of physical postures and gestures, tone and pace of voice, and the attitude with which you communicate.

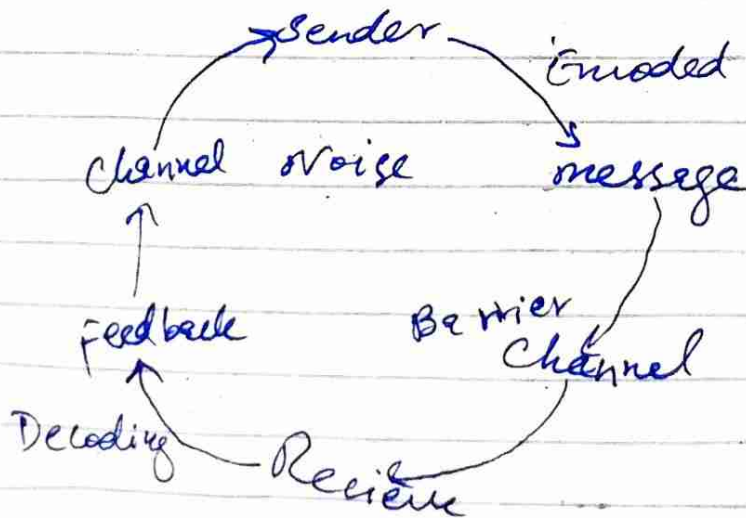
Q

written communication:

A few decades ago written communication depended on the trusty old mailmen as we wrote to people who were far away. On rare occasions, this also included the formal note or legal notice from the bank, landlord, business client, etc. What a surprise then this type of communication has now taken over every aspect of our world.

d

Process of Communication:



d

d

Q5

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

Ans:

Vocabulary is commonly defined as "all the words known and used by a particular person."

OR:

A vocabulary also known as a wordstock or word-stock, 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. Acquiring an extensive vocabulary is one of the biggest challenges in learning a second language.

Vocabulary Growth:

During its infancy, a child instinctively builds a ~~own~~ vocabulary. Infants imitate words that they hear and then associate those words with objects and actions. This is the listening vocabulary.

P.T.O

The speaking vocabulary follows as children's thoughts become more reliant on his/her ability to self-express without relying on gestures or babbling. Once the reading and writing vocabulary start to develop, through practice and education, the child starts to discover the anomalies and irregularities of language.

In first grade, a child who can read learns about twice as many words as one who cannot. Generally, this gap does not narrow later.

This results in a wide range of vocabulary by age five or six, when English speaking child will have learned about 1500 words.

All human beings carry about a set of words which they employ to justify their actions, their beliefs, and their lives. These are the words in which we formulate praise of our friends and contempt for our enemies, our long-term projects, our deepest self-doubts and our

P.T.O.

highest hopes. I shall call these words a person's final vocabulary. Those words are as far as he can go with language. Beyond them is only helpless passivity or resort to force.

Types of Vocabulary

There are four types of vocabulary.

- ① Listening
- ② Speaking
- ③ Reading
- ④ Writing

① Listening Vocabulary: The words we hear and understand. Starting in the womb, fetuses can detect sounds as early as 16 weeks. Furthermore, babies are listening during all their waking hours and we continue to learn new words this way all of our lives. By the time we reach adulthood, most of us will

P.T.O.

us will ~~ref~~ recognize and understand close to 50,000 words.

②

Speaking Vocabulary:
The words we use when we speak, our speaking vocabulary, is already relatively limited. Most adults use a mere 5,000 to 10,000 words for all their conversations and instructions. This number is much less than our listening vocabulary most likely due to ease of use.

③

Reading Vocabulary:
The words we understand when we read text, we can read and understand many words that we do not use in our speaking vocabulary. This is our largest vocabulary if you are a reader. If you are not a reader you cannot "grow" your vocabulary.

P.T.O

④ writing vocabulary.
 The words we can retrieve when we write to express ourselves. we generally find it easier to explain ourselves orally using facial expression and intonation to help get our ideas across. Then to find just the right words to communicate the same ideas in writing. Our writing vocabulary is strongly influenced by the words we can spell.

d

d

(16)

Q3:- what are the 7c's of communication
Explain all of them?

ANS:- **7C's of Communication:-**

The seven 7c's of communication is a list of principles for written and spoken communication to ensure that they are effective. The seven c's are; clear, correct, complete, concrete, concise, considered and courteous.

1- CLEAR:-

The message should be clear and easily understandable to the recipient. The purpose of the communication should be clear to sender then only the receiver will be sure about it. The message should emphasize on a single goal at a time and shall not cover several ideas in a single sentence.

2- Correct:-

The message should be correct, i.e., a correct language should be used, and

The sender must ensure that there is no grammatical and spelling mistakes. Also, the message should be exact and well timed. The correct message have a greater impact on the receiver and at the same time, the morale of the sender increases with the accurate message.

3. Complete:

The message should be complete i.e. it must include all the relevant information as required by the intended audience. The complete information gives answer to all the questions of the receivers and helps in better decision-making by the recipient.

4. Concrete:

The communication should be concrete, which means the message should be clear and particularly such that no room for misinterpretation is left. All the facts and figures should be clearly mentioned in a message so as to

Substantiate to the sender is saying.

5. Concise:

The message should be precise and to the point. The sender should avoid the lengthy sentences and try to convey the subject matter in the least possible words. The short and brief message is more comprehensive and helps in retaining the receiver's attention.

6. Consideration:

The sender must take into consideration the receiver's opinions, knowledge, mindset, background, etc. In order to have an effective communication. In order to communicate, the sender must relate to the target recipient and be involved.

7. courteous:

It implies that the sender must take into consideration both the feelings and viewpoints of the receiver such that the message is positive and focused at the audience.

Q.2 Elaborate Skimming and Scanning in the light of reading?

Ans: The two basic techniques through which we can improve our skills

- 1) Skimming
- 2) Scanning

Skimming:

The type of reading technique in which we quickly read the passage or any kind of text in order to get the general idea of particular text.

How to Skim:

- => Read the title
- => Read the Summary.
- => Read the first sentence of each paragraph
- => Read the Summary or last paragraph if there's one.
- => 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. we quickly skip the text and rapidly scan through the text until we find our specific details.

In scanning we search for key words:

- => Particular name => Date.
- => Number
- => Telephone number.
- => Program

Scanning... Get only what you need:

Three steps for scanning includes:

- Search for keywords.
- Move quickly over the page.
- Less reading and more searching.