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**SEMESTER:** 4TH **SUBJECT:** BUSINESS COMMUNICATION

**SUBMITTED TO:** MA’AM WAJEEHA USMAN  **DATED:** 8/19/2020

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

A: **COMMON BARRIERS TO EFFECTIVE COMMUNICATION:**

1. The use of jargon.
2. Lack of attention, interest, distractions, or irrelevance to the receiver.
3. Difference in perception or point of view.
4. Physical barriers to non-verbal communication.
5. Language differences.
6. Expectations and prejudices.

**GUIDELINES TO OVERCOME THE BARRIERS:**

1. **HAVE CLARITY IN YOUR THOUGHTS:**

You should be very clear about your objective and what you want to convey. Arrange your thoughts in a proper order and then communicate accordingly. Systematic communication and clarity in thought get adequately received and appreciated.

1. **UNDERSTAND THE NEEDS OF YOUR AUDIENCE:**

You should be emotional and sensitive towards the needs of your receiver. Understand his behavior, nature, culture, and religion. However, it does not mean you cannot express your feelings or thought, but it simply means that you are showing respect to his religious beliefs or thoughts while stating your point of views.

1. **SEEK THE ADVICE OF OTHERS BEFORE COMMUNICATING:**

If you are going for a high prolific meeting, seek advice from your seniors or colleagues. The main advantage of this practice is that you can get many ideas which can build your motivation and knowledge and you can use them to meet your purpose.

1. **TAKE ADEQUTE CARE OF YOUR TONE, LANGUAGE AND THE WAY YOU ARE SPEAKING:**

Messages should be framed in a simple and polite tone which attracts the listeners. Care should be taken to keep the sentences short and simple. Technical words should only be used where they are required the most.

1. **MAKE USE OF YOUR BODY LANGUAGE:**

During the process of communication, make sure you make the most appropriate use of your body language. Avoid using too many emotions as the receiver might misapprehend the message. Try to always keep a smiling face while talking and make eye to eye contact with the listener, but make sure not to keep your eyes gazed at the person for more than five seconds.

1. **HAVE FEEDBACK FROM RECEIVER:**

Avoid asking listener question like ‘have you understood?’, instead ask them their views about what you have said and the aspect they have grasped from your message. This is the most polite and best way to have your listener involve in a conversation.

1. **AVOID OVERLOADING TOO MUCH OF INFORMATION:**

People will get bored if they are bombarded with the unnecessary information. Therefore, try to deliver the parts which are useful, informative and are of value to the listener in a most simple and straight forward way.

1. **KEEP YOUR ANGER IN CONTROL:**

Do not be aggressive if your point of view does not match with your receiver’s point of view or if there is anything that is going against your ideology.

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**Q.2: Draw a format of a Business Letter indicating the position of all essential and non-essential parts of business letter**.

**ESSENTIAL PARTS:**

1. **Heading:**

Heading consists of the name and address of the company on whose behalf a letter is written. Companies usually use printed paper where heading or letterhead is specially designed at the top of the sheet. It bears all the necessary information about the organization’s identity.

1. **Date:**

Date is an essential part of a business letter since it serves the purpose of proof as to when the letter was written. Date is mentioned to the right of the corner, leaving double space below the last line of Heading.

1. **Inside address:**

Inside Address carries the name and complete address of the person or the company to whom the letter is addressed. The two addresses i.e. the inside address and the outside address on the envelope should always be in the same form.

In case of personal inside address, the name of the person should always be preceded by the title of Mr., Miss, Mrs., Dr., Prof., etc.

1. **Salutation/greeting:**

Salutation is a friendly, formal greeting to the reader. It is always typed at the left-hand margin, leaving suitable space after the inside address, and is followed by the mark of colon or comma. If the addressee of the letter is singular, one of the following salutations may be used: Dear Sir, Dear Madam, My dear Sir, My dear Madam, My dear Dr. Karim, etc.

1. **Body paragraph:**

The Body of the letter contains the message. It should be typed leaving double space after the Salutation. In case subject of the message is also written, the body should begin leaving double space after the Subject Line. The message should be suitably divided into paragraphs, observing single space between the lines and double space between the paragraphs.

1. **Complimentary closure:**

If Salutation is the ‘hello’ of the letter, Complimentary Close is it is good-bye.’ It should always be directly related to the salutation, both in form and spirit. It should show the same degree of formality is observed in the Salutation. It is written leaving suitable space after the last line of the message.

1. **Signature:**

Signature is the most important part of a business letter. Without signature, a business letter carries no worth. It is made beneath the Complimentary Close, leaving three to four-stroke spaces.

**NON-ESSENTIAL PARTS:**

1. **Subject line:**

Purpose of Subject Line is to invite the attention of the reader to the central idea of the message. It is usually typed at the left-hand margin in capital or bold letters, leaving double space after the Salutation. Some organizations, however, prefer using the Subject Line after the Inside Address of the letter. Subject Line is mentioned only in long letters. In a short letter, it is not a requirement.

1. **Initials:**

Initials are to be included if someone other than the writer types the letter. If you include other material in the letter, put 'Enclosure', 'Enc.', or ' Encs. ', as appropriate, two lines below the last entry. cc means a copy or copies are sent to someone else.

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

A: **THE 7 C’S OF COMMUNICATION:**

The seven C’s of communication is a list of principles for written and spoken communications to ensure that they are effective. The seven C’s are:

1. Clear.
2. Correct.
3. Complete.
4. Concrete.
5. Concise.
6. Considered.
7. Courteous.

**CORRECTNESS:**

It’s essential that both the factual information you’re including in your communications and the language and grammar you use are correct. If your audience spots errors in either, they will be distracted and your credibility will be greatly reduced, limiting the effectiveness of your communication.

**COMPLETENESS:**

When creating a message, it’s important to give the recipient all of the information they need to follow your line of reasoning and to reach the same conclusions you have. This level of detail will be different in different situations, and you should adjust your communications accordingly.

In addition, you should make things as easy as possible for the recipient. For example, if you are issuing a “call to action”, provide explicit guidance on that action. Increasingly it’s common to include things like hyperlinks in written communications or to attach FAQs, both of which help audiences access a complete set of information while also ensuring that core communications focus on core messages.

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