# Department of Art & Design

**Subject: Business English**

**Total Marks: 50**

**June 30, 2020**

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**Plagiarized answers are not acceptable**

**.Q1. In many interpersonal encounters, the first few minutes are extremely important. How do you maintain the success of verbal communication for further interaction?**

**ANSWER 1)**

**Basic Verbal Communication Skills:**

 **Effective Speaking and Listening**

Effective speaking involves three main areas: the words you choose, how you say them, and how you reinforce them with other non-verbal communication.

All these affect the transmission of your message, and how it is received and understood by your audience.

It is worth considering your choice of words carefully. You will probably need to use different words in different situations, even when discussing the same subject. For example, what you say to a close colleague will be very different from how you present a subject at a major conference.

How you speak includes your tone of voice and pace. Like non-verbal communication more generally, these send important messages to your audience, for example, about your level of interest and commitment, or whether you are nervous about their reaction.

There is more about this in our page on Non-Verbal Communication: Face and Voice.

Active listening is an important skill. However, when we communicate, we tend to spend far more energy considering what we are going to say than listening to the other person.

Effective listening is vital for good verbal communication. There are a number of ways that you can ensure that you listen more effectively. These include:

Be prepared to listen. Concentrate on the speaker, and not on how you are going to reply.

Keep an open mind and avoid making judgements about the speaker.

Concentrate on the main direction of the speaker’s message. Try to understand broadly what they are trying to say overall, as well as the detail of the words that they are using.

Avoid distractions if at all possible. For example, if there is a lot of background noise, you might suggest that you go somewhere else to talk.

Be objective.

Do not be trying to think of your next question while the other person is giving information.

Do not dwell on one or two points at the expense of others. Try to use the overall picture and all the information that you have.

Do not stereotype the speaker. Try not to let prejudices associated with, for example, gender, ethnicity, accent, social class, appearance or dress interfere with what is being said (see Personal Appearance).

There is more information in our pages on Listening Skills.

Improving Verbal Communication: More Advanced Techniques

There are a number of tools and techniques that you can use to improve the effectiveness of your verbal communication. These include reinforcement, reflection, clarification, and questioning.

**Reinforcement**

Reinforcement is the use of encouraging words alongside non-verbal gestures such as head nods, a warm facial expression and maintaining eye contact.

All these help to build rapport and are more likely to reinforce openness in others. The use of encouragement and positive reinforcement can:

Encourage others to participate in discussion (particularly in group work);

Show interest in what other people have to say;

Pave the way for development and/or maintenance of a relationship;

Allay fears and give reassurance;

Show warmth and openness; and

Reduce shyness or nervousness in ourselves and others.

**Questioning**

Questioning is broadly how we obtain information from others on specific topics.

Questioning is an essential way of clarifying areas that are unclear or test your understanding. It can also enable you to explicitly seek support from others.

On a more social level, questioning is also a useful technique to start conversations, draw someone into a conversation, or simply show interest. Effective questioning is therefore an essential element of verbal communication.

**We use two main types of question**:

**Closed Questions**

Closed questions tend to seek only a one or two word answer (often simply ‘yes’ or ‘no’). They therefore limit the scope of the response. Two examples of closed questions are:

“Did you travel by car today?” and

“Did you see the football game yesterday?”

These types of question allow the questioner to remain in control of the communication. This is often not the desired outcome when trying to encourage verbal communication, so many people try to focus on using open questions more often. Nevertheless, closed questions can be useful for focusing discussion and obtaining clear, concise answers when needed.

**Open Questions**

Open questions demand further discussion and elaboration. They therefore broaden the scope for response. They include, for example,

“What was the traffic like this morning?”

“What do you feel you would like to gain from this discussion?”

Open questions will take longer to answer, but they give the other person far more scope for self-expression and encourage involvement in the conversation.

For more on questioning see our pages: Questioning and Types of Question.

Reflecting and Clarifying

Reflecting is the process of feeding back to another person your understanding of what has been said.

Reflecting is a specialised skill often used within counselling, but it can also be applied to a wide range of communication contexts and is a useful skill to learn.

Reflecting often involves paraphrasing the message communicated to you by the speaker in your own words. You need to try to capture the essence of the facts and feelings expressed, and communicate your understanding back to the speaker. It is a useful skill because:

You can check that you have understood the message clearly.

The speaker gets feedback about how the message has been received and can then clarify or expand if they wish.

It shows interest in, and respect for, what the other person has to say.

You are demonstrating that you are considering the other person’s viewpoint.

See also our pages on Reflecting and Clarifying.

**Summarising**

A summary is an overview of the main points or issues raised.

Summarising can also serve the same purpose as ‘reflecting’. However, summarising allows both parties to review and agree the message, and ensure that communication has been effective. When used effectively, summaries may also serve as a guide to the next steps forward.

**Closing Communication**

The way a communication is closed or ended will, at least in part, determine the way a conversation is remembered.

People use both verbal and non-verbal signals to end a conversation.

Verbal signals may include phrases such as:

“Well, I must be going,” and

“Thank you so much, that’s really helpful.”

Non-verbal conclusions may include starting to avoid eye contact, standing up, turning away, or behaviours such as looking at a watch or closing notepads or books. These non-verbal actions indicate to the other person that the initiator wishes to end the communication.

People often use a mixture of these, but tend to start with the non-verbal signals, especially face-to-face. On the telephone, of course, verbal cues are essential.

Closing an interaction too abruptly may not allow the other person to 'round off' what he or she is saying so you should ensure there is time for winding-up. The closure of an interaction is a good time to make any future arrangements. Last, but not least, this time will no doubt be accompanied by a number of socially acceptable parting gestures.

Introduction to Communication Skills - The Skills You Need Guide to Interpersonal Skills

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Only part of the picture

It is vital to remember that any communication is made up of the sum of its parts.

Verbal communication is an important element, but only part of the overall message conveyed. Some research suggests that the verbal element is, in fact, a very small part of the overall message: just 20 to 30%. This is still, however, significant, and it is worth spending time to improve your verbal communication skills.

**Q2. Which form of communication is as old as the Mesolithic and complex human psychology involves in it? Define the form of communication and explain that how does the types of this form of communication change the society and individual?**

**ANSWER 2)**

**•Mesolithic period:**

Mesolithic is also known as the middle age or ancient cultural state.

**People of Mesolithic period:**

\*The people of Mesolithic period were famous for the human develop cave paintings,ingravings,and ceramics reflect their daily life. They would either write or draw on stones.And communicate through that. They would use Morse code.

First stage:

\*This was the first stage or period and therefore people did not have developed writing systems but they would use symbols to communicate.

•written communication:1200 years ago in the Mesolithic period.cave paintings are the first type of recorded communication. Which we can say that led to development of written communication of nowadays.For example:when we were toddlers.A drawing of our mom or dad would look like they are giving us a message.And therefore we would probably draw what we could see around us.

**•pro writing:**

:first these people would draw basically animals to give their message to other person but then these drawings became symbols.But we can not call these symbols as written language.And hence call this type as pro writing or the base of writing system.

From this we can conclude that scientists got an idea for developing a proper transmission for a proper communication.And came up with alphabets or words that we use.

**•Types of written communication:**

**•Transaction communication:**

these include emails,instant messages, invoices,short memoes, letters, essays etc. These kind of written communication and is used for day to day use.And also requires the action of the reader.They usually keep it short and presize.

**•persuasive writing communication:**

The goal of this kind of communication is to provide the reader with a unique value of proposition about your speech or message. Examples of persuasive writing can be advirtisment,campaigns,promotioanl content.your personal resumes or proposals

In persuasive communication the main focus is always on the audience that how you can grab their attention and solve their problems.

**•Informational Buissnes Documents:**

:This kind of written communication is mostly used in business organizations and their goal is to provide a reference or a record of specific things or areas of the business.In informational writing the action of reader is not necessary.Through this information the businesses can predict future,record previous performance and meet leagal obligations.

**•Instructional:**

 this kind of writing is clear and direct,is written in short sentences or bullet forms and follow a chronological order.They must give step by step details or instructions to the reader.so that in the future or present the reader can take any kind of action.

**•Expository writing:**

:this kind of writing mainly concentrates on advising or explaining things.It is more about facts and figures and is particular about topic.Example:Textbook writing.

**•Narrative writing:**

it is about narrating a story to a reader.It can be based on facts or fiction. There are some characters involved in the story too. And the writer also brings up different events,imaginations,dialouges and creativity.

**•Examples:Novels,poetry,short stories.**

**•Descriptive writing:**

:this style of writing mainly focuses on describing a character,event,a place with details.

**Q3. People all the times write proposals to clients, memos to senior executives and constant flow of emails to colleagues. How can you ensure that your Business Writing is as clear and effective as possible? How do you make your Business communications stand out?**

**ANSWER 3)**

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**Q4. Public speaking, some people love it, some are terrified by it. There are so many articles regarding how to prepare yourself for speaking engagements that it’s overwhelming. But what strategies and techniques do you think are proven to be successful when addressing to a group of people?**

**ANSWER 4)**

**Here are some tips that will launch you into the speaking stratosphere.**

**1. Know your audience**.

If you are speaking in front of an audience, there is usually a reason. Know who you are speaking to and what they want or need to take away. If it's friends and family, entertain them. If it's a corporate event, teach and inspire them. Knowing the demographic of the audience is imperative.

**2. Rehearse, rehearse, rehearse.**

Nothing becomes muscle memory unless you practice relentlessly. If you have a big speech coming up, make time every day to practice. Prepare your goals and the content well ahead of time. This can be done while driving, exercising, in the car, on a plane...anywhere.

**3. Practice with distractions.**

Once I know the content, I like to add a little bit of distraction to test how well prepared I really am. Turn on the TV or rehearse while pushing your child in the swing. Anything that adds a little more challenge.

**4. Find a style that works for you.**

Different events will often require a different approach or style. Sometimes reading a prepared speech is fine. But know it backward are forward so you're not staring down at the pages the whole time. Some use notes. Others prefer to be 100 percent scripted and memorized. If that's your style, memorize the content so well that you can go off script if needed -- and so you don't sound like you're reciting a poem. Use the proper approach for the appropriate event.

**5. Know the environment.**

Know the venue where you will be speaking. Get there well ahead of time. Walk the room. Walk the stage. Get a feel for the vibe of the environment so you are more comfortable when its "go time."

**6. Test all equipment.**

Nothing sucks more that last-minute technical difficulties. Avoid adding even more stress by testing any and all equipment and audio visual functions ahead of time. And have backups.

**7. Practice in front of a mirror.**

Practicing in front of a mirror is a good way to learn the proper amount of body motion, hand usage and facial expressions.

**8. Take every opportunity to speak.**

The only way to get better at anything is to do it all the time. Rehearsing is good, but nothing compares to actually getting up in front of an audience and doing it for real.

**9. Practice body language and movement.**

Remember, communication is much more about tone and body language than the words we say. The words of course matter, but emphasis comes with movement and body language.

**10. Slow down.**

We have some great sayings in the SEAL teams: "slow is smooth, and smooth is fast, " and "don't run to your death." Nothing shows nerves more than racing through your presentation. If you want to impact the audience in a meaningful way, make sure they actually hear what you are saying. Slow it down.

**11. Make eye contact.**

This one is very important, and it doesn't matter how big the audience is. Make eye contact with as many people as possible. It makes the audience members feel like you are speaking directly to them. And don't just stick to people in the first couple rows. Look at the people in the back too.

**12. Know your material**.

If your goal is to become a thought leader or actually teach the audience something, only a truly authentic understanding of the material will get you there.

**13. Take long pauses**.

Similar to slowing things down, make a point to take long pauses. And make them longer than you even think is appropriate. It can have a great impact on emphasizing key points and emotionally connecting to the audience.

**14. Practice tone and projection.**

Don't just eek your way through a speech using the same tone and volume. Tone and projection add a layer of entertainment and help keep the audience fully engaged from start to finish. These too must be practiced religiously.

**15. Use humor and emotion.**

It doesn't matter what you are talking about. There is always a place for emotion or humor, or both. I once gave a presentation about data analytics at a conference -- boring! So I made sure to weave in plenty of humor to spice things up. I find self-deprecating humor to work the best. And if you are starting to get emotional, so what? Use it. The audience may not remember everything you said, but they will remember how you made them feel.

**16. Mentally prepare.**

Find time during the hour before your speech for some solitude. Get your mind right. Clear your head. If it's five minutes before, just relax. The time for making sure you know the material perfectly has passed.

**17. Exercise before you go on.**

It's almost impossible to feel stress and anxiety after a good workout. If you have the time, exercise. The closer to your speech, the better. It's also a good time to practice. I like to rehearse while running or swimming.

**18. Project confidence.**

The more you project confidence, the more confident you are likely to feel. Get out there and own the room. Even if you are terrified. Fake it. Look people in the eye and command their attention.

**19. Don't go over the allotted time.**

When in doubt, go under the allotted time. Less is sometimes more. But never, ever, go over. It's poor speaking etiquette and shows you are not prepared. It's also disrespectful of the agenda for the event. Again, just practice.

**20. Ask for feedback.**

Most of us don't like to ask for feedback, especially when we know the response may include some constructive criticism. One of the first big events I did was the "Vetrepreneur Day" at the Inc. 500 | 5000 conference. I spoke right after Simon Sinek. Really?! I later asked Inc.'s editor-in-chief, Eric Schurenberg, what he thought. One thing I love about Eric is that he's a straight shooter. He said, "Well Brent, it just wasn't that good. It wasn't polished." Hiding my devastation, I accepted the advice. I was never ill-prepared again.

Speaking is a great way to connect with people and a skill we all should master. The president of Bank of America Merrill Lynch? He and I are now very close friends and godparents to each other's children! So you never know where a great speech will take you.

It's a must for leaders and managers. It's a must for sales. It's basically a requirement for all entrepreneurs and business leaders.

**Q5. Public Service Commission Lahore has advertised the vacancies for the Accountant. On the basis of the ad, decide which of your skills and experiences you should discuss to convince the Secretary that you are the person for the job. Create a resume**

**ANSWER 5)**

**.How to Make a Resume (With Examples)**

**May 7, 2020**

A resume is a document commonly used in the hiring process. It includes information about your background and qualifications and should communicate the most important, relevant information about you to employers in a clear, easy-to-read format. The goal is to quickly communicate why you are uniquely qualified for the position based on your skills and experiences.

To create a resume that will get noticed by employers, you can follow a few simple steps and best practices. The main goal to keep in mind is to make your resume relevant and readable.

Let’s take a closer look at the best ways to write each of these resume sections. For more inspiration when writing or updating your resume, look at resume samples from your industry and job title.

**Resume Format**

**How to create a professional resume**

Follow these steps when drafting a resume for your next job application:

**1. Start by choosing the right resume format**

A “format” is the style and order in which you display information on your resume. There are three commonly-used resume formats you can choose from depending on which is right for you: Chronological (or reverse-chronological), functional or combination.

A chronological resume format places the professional history section first and is a good option if you have a rich professional work history with no gaps in employment.

**Chronological Resume**

The functional resume format emphasizes the skills section and is a good option if you are switching industries or have some gaps in your work history.

**Functional Resume**

The combination resume format is a good option if you have some professional experience, where both skills and work history are equally important.

**Combination Resume**

**2. Include your name and contact information**

Your resume should begin with your name and contact information including your email address, phone number. You have a choice about whether or not to include your mailing address. Your name should be highly visible at the top of your resume with a bolded or larger font than the rest of the document, but no more than a 14 point size. You might also include a link to your online portfolio if you are applying to creative positions, for example.

**3. Add a resume summary or objective**

After your contact information, you have the option to include either a resume summary or objective statement. An objective statement quickly explains your career goals and is a good choice for those with limited professional experience, such as recent college or high school graduates. A resume summary is a short statement that uses active language to describe your relevant work experience and skills.

**4. List your soft and hard skills**

Take a moment to consider which skills make you a great fit for the job. Review the job description and highlight keywords that you have had proven success with in the past. Consider both hard (technical) and soft (interpersonal) skills, as well as transferable skills you can use when changing careers or industries. Create a skills section with the keywords that are relevant to the employer. List any required skills like certifications or licenses first.

**5. List your professional history with keywords**

Write your professional history section in reverse-chronological order. Start with your most recent job and provide a short description including the company name, time period in which you were employed, your job title and a few key achievements during your time at the company. You might also include relevant learnings or growth opportunities you experienced while employed there.

**When listing your professional history, you should keep a few best practices in mind:**

Use numbers to measure your impact, when possible. Including specific numerical achievements can help employers understand your direct potential value to their company. **Example**: “Developed new process for requesting supplies, reducing fulfillment time by 10%.”

Use keywords from the job description. Similar to your skills section, you should also include information from the job description in your job history bullets. For example, if the job description mentions the importance of meeting sales quotas, you could include information about how you’ve met or exceeded quotas in past roles. Example: “Achieved goal of reaching 250% annual sales quota, winning sales MVP two quarters in a row.”

Be brief. Employers have mere seconds to review your resume, so you should keep your descriptions as concise and relevant as possible. Try removing filler words like “and,” and “the.” You should also only list key achievements instead of multiple lines describing your role.

Use action verbs. Make a stronger impact by using action verbs to describe your professional achievements. Some examples include “developed,” “saved,” “drove” and “managed.”

Follow the same process for other work experiences. If you do not have extensive professional history, you should also include internships and volunteer opportunities following the same format.

**6. Include an education section**

An education section will be especially valuable if you have limited work experience (such as recent college or high school graduates) or if you are transferring to a new industry. You can include information such as:

**Relevant coursework**

Grade point average (if above 3.5)

Participation in clubs or organizations

Leadership positions held

Awards, achievements or certifications

When writing your education section, you should include the name of the institution, dates of attendance and your degree or area of study. If you are applying to mid or higher-level positions, you might remove all but the name of your school and dates of attendance to make room for more relevant professional experience on your resume.

If you have certifications or licenses that are relevant to the job description, you can include them in this section as well. To save space, you can leave off any credentials that are not directly related to the requirements of this job.

**Related: How to Include Relevant Coursework on a Student Resume**

**7. Consider adding optional sections**

If you have significant white space on your resume, consider adding an achievements or interests section. This can help supplement a shorter resume, especially for those with limited work and educational experience. Makes sure that the achievements and interests you list support your career goals and are relevant to potential employers.

**8. Format your resume**

While the layout of your resume is important, you should also take time to pay attention to formatting details like font style, font size, margins and spacing. Formatting your resume can make it look clean, professional and improve readability. This is key when attempting to keep employer’s attention. Here are a few key tips that can help make your resume look polished:

**Make your font between 10 and 12 point size.**

Select a font that is clean and easy to read like Arial or Helvetica; avoid stylized fonts.

Make sure your margins are 1 to 1.5 inches.

Make your name and section headers bold or slightly bigger in font size (no more than 14 points).

Use bullet points when listing several different pieces of information, like under your education and professional history sections.

**9. Proofread your resume**

Carefully review your resume for spelling, grammar and punctuation errors. Reading your resume backward can help you identify errors by presenting the words in a new order. You should also ask trusted friends, colleagues, professors and family members if they can review your resume. Third-party opinions can help reveal new information you might have overlooked.

If your resume is more than one page, review for ways to consolidate or shorten each section by removing filler words or extraneous information. Two pages may be acceptable if you are applying for high-level positions or industries like healthcare or academia.