

ID: 15895

SUBJECT TITLE: BUSINESS ENGLISH

MODULE: SECOND SEMESTER

PROGRAM: BTD

QUESTIONS

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

ANS) VERBAL COMUNICATION:

Verbal communication is the use of words to share information with other people. It can therefore include both spoken and written communication. However, many people use the term to describe only spoken communication. The verbal element of communication is all about the words that you choose, and how they are heard and interpreted.

EFFECTIVE SPEAKING AND LEARNING:

Effective speaking and learning 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.

ACTIVE LISTENING:

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 speakers 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.

VERBAL COMMUNICATION FOR FURTHER INTERACTION:

We can maintain the success of verbal communication for further interaction by the following things:

- Reinforcement
- Reflection
- Clarification
- Questioning

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?

HISTORY OF COMMUNICATION:

The history of communication technologies (media and appropriate inscription tools) have evolved in tandem with shifts in political and economic systems, and by extension, systems of power. Communication can range from very subtle processes of exchange, to full conversations and mass communication. The history of communication itself can be traced back since the origin of speech circa 500,000 BCE. The use of technology in communication may be considered since the first use of symbols about 30,000 years BCE. Among the symbols used, there are cave paintings, petroglyphs, pictograms and ideograms. Writing was a major innovation, as well as printing technology and, more recently, telecommunications and the Internet.

OLD FORM OF COMMUNICATION:

Verbal communication is one of the earliest forms of human communication, the oral tradition of storytelling has dated back to various times in history.

MESOLITHIC:

Relating to the cultural period of the Stone Age between the Paleolithic and Neolithic periods, marked by the appearance of microlithic tools and weapons and by changes in the nature of settlements. noun. The Mesolithic Period. Also called Middle Stone Age .Stone age people communicated by morse code, but instead of banging sticks together they blew enormous stone spherical trombones which they pushed about like giant balls. Stone age people were fitted not just because there was no processed food, but also because communication involved the rolling of rocks.

FORM OF COMMUNICATION:

There are four main types of communication we use on a daily basis:

- Verbal
- Nonverbal
- Written
- Visual

IMPACT OF COMMUNICATION ON SOCIETY:

The planned use of communication techniques, activities and media gives people powerful tools both to experience change and actually to guide it. An intensified exchange of ideas among all sectors of society can lead to the greater involvement of people in a common cause.

These include:

Behavior change communication, mass communication, and advocacy communication. Different types of mediums can be used in achieving governance, health and sustainable development. Old media can be combined with new media to educate specific populations.

COMMUNICATION EFFECT ON INDIVIDUALS:

Communicating helps people to express their ideas and feelings, and it, at the same time, helps us to understand emotion and thoughts of the others. As a result, we will develop affection or hatred toward other people, and positive or negative relationships will be created. Communications help employees better understand the change the reason, benefits, impact to them and their role. Engage employees to make change successful. Communications help employees get involved in change, helping them feel empowered to commit and engage in the desired change.

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?

ANS: You can ensure your Business writing is as clear and effective as possible by following points:

- Get clear about your reader.
- Get clear about your outcome.
- Avoid jargon wherever possible.
- Keep your language clear and simple.
- Make it easy to read and scan.
- Proof read your documents before distribution.

EFFECTIVE BUSINESS WRITING:

Business writing is any written communication used in a professional setting, including emails, memos, and reports. It's direct, clear, and designed to be read quickly. With time and practice, you too can become an effective business writer.

ENSURE YOUR BUSINESS WRITING:

- Plan out what you will say to make your writing more direct and effective.
- Use words sparingly and keep sentences short and to the point.
- Avoid jargon and fancy words. Strive for clarity instead.

IMPROVE SKILLS:

- Think Before You Start Writing.
- Keep It Short.
- Use the Active Voice.
- Clarify Your Call to Action.
- Use Your Email Subject Line Appropriately.
- Stick to One Topic in Emails.
- Never Use Email to Deliver Bad News.
- Proofread, Proofread, Proofread.

BUSINESS COMMUNICATION STAND OUT:

- Know your audience.
- Know your message.
- Think like a reporter.

- Keep it tight.
- Make it plain and simple.
- Leave the symbols and abbreviations on your phone.
- Be active.
- proof read

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 its overwhelming. But what strategies and techniques do you think are proven to be successful when addressing to a group of people?

PUBLIC SPEAKING:

Whether we're talking in a team meeting or presenting in front of an audience, we all have to speak in public from time to time. We can do this well or we can do this badly, and the outcome strongly affects the way that people think about us. This is why public speaking causes so much anxiety and concern. The good news is that, with thorough preparation and practice, you can overcome your nervousness and perform exceptionally well.

SUCCESSFUL STRATEGIES:

BE OK WITH BEING NERVOUS:

Even the biggest extroverts among us get the jitters from time to time. Feeling shy and nervous are feelings, not personality traits. And we all face such feelings when we find ourselves in situations that make us uncomfortable.

PUT YOUR AUDIENCE FIRST:

You have to give yourself to your audience. Any second you spend being self-conscious, you're not paying attention to your audience, she says. The good speaker is the one who leans forward and says who are you? What do you need? How can I help you?

PREPARE:

Plan ahead. Take the time to figure out the best way to tailor your message to your audience what approach will keep your listeners attention and resonate with them? North asks. Think of a strong introduction that will grab listeners attention. And craft a thoughtful conclusion so listeners leave remembering what the key points you want them to take away.

LISTEN:

Whether you're talking one-on-one or to an audience of a thousand people, communicating is a two-way activity – both parties need to be engaged. When you're trying to engage listeners in less formal conversations, a good communicator listens to what others are saying before speaking up, North explains. Establish a connection to what they're saying so you answer questions appropriately and add your own thoughts after that. If you're trying to make small talk, find a topic you both share an interest in, whether it's family, hobbies, work, travel or books.

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.

Your Name, CPA
Greenville, SC 29601
myname@email.com
Mobile: 360.123.1234

Dear (Name):

Please accept the attached resume as a sign of my deep interest in the Accountant position that has opened with Upwards Corporation.

As a Certified Public Accountant with solid experience in both public and private accounting, I have developed a broad skillset in the fields of corporate treasury accounting, tax preparation, and auditing that will ensure my flawless analysis and organization of your company's financial data. A few of my qualifications for this role include:

5 years' CPA experience with Greenville's Mason Financial Services, successfully performing all accounting functions for business clients including Grant Seeds Co., Southern Interiors, and Harrison's Market.

Demonstrated attention to detail in handling all tax and general ledger accounting, AP/AR, and budget / payroll preparation functions.

Certified Public Accountant designation and a Bachelor of Science degree in Accounting

and Finance from Clemson University, graduating Magna cum Laude.

Excellent understanding of QuickBooks, Crystal Reports, Peachtree, Paychex, SAP, and Microsoft Office Suite complemented by the ability to teach clients and peers rising software applications.

Eager to return to the intellectual challenges of private corporate accounting, I would welcome the chance to speak with you at greater length about how I could contribute to Upward Corporation's accounting department. Thank you for your time, consideration, and forthcoming response.

Sincerely,

Simran Haroon.