

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. INTERPERSONAL ENCOUNTERS:

It is often defined as communication that takes place between people who are interdependent and have some knowledge of each other. For example communication between a son and his father, employer and a employee, two sisters, a teacher and a student, two lovers, two friends, and so on.

VERBAL COMMUNICATION:

It is used to express emotion, to teach and to inspire. It is the exchange of messages using orally spoken words. Like talking on the phone, talking to someone in a person or making presentation. Using verbal strategies can help your verbal communication skills and effectiveness.

The first few minutes are obviously very important to communicate with someone through verbally for the success and for further interaction. Your ability to communicate impacts every area of you life.

Career, romance, friendships, family connection all are shaped by the way you communicate with those around you. Breakdowns in communication can have far reaching consequences, while strong communication strategies , techniques and skills can result in success, intamcy and self-improvement.

Great communication process come naturally to some people but that's not the case for many people.

In this process we will take you through the different communication techniques that will help you better connect with those around you and better succeed at work and at life.

- **PRACTICE ACTIVE LISTENING:**

Have you ever been in a conversation where all you could think about was what you wanted to say next?

If that sounds familiar then you may need to practice active listening. Instead of focusing on what you want to say In a conversation try to simply listen to what your conversation partner is saying.

Not only this will help them feel appreciated and respected but it will also make sure what you say next will be on point and help move the conversation forward.

- **REMOVE DISTRACTIONS:**

If someone is trying to speak to you about something, give them your full attention if possible. This means you shouldn't be checking your texts, playing video game or typing away on your computer. The few seconds you take to put away distractions can save you time later, when you have to recall what your conversation partner was saying.

- **RECOGNIZE AND CALL OUT YOUR EMOTIONS:**

If your conversation is likely to cause you to feel some difficult emotions, it's important to call them out verbally. Trying to speak with sentences that start with "I FEEL", to convey your perspective. For example, you might tell your partner that, "I feel stressed out after work, and need some time to decompress".

This is far better way to express your true feelings, rather than something like, " I hate to talking to you when I get home from work". It doesn't do a good job of communicating why you don't want to talk, and it comes harsh and critical and not good for someone you care about.

- **PREPARE FOR TRICKY CONVERSATIONS:**

If you know you have a tricky conversation coming up, it's good to practice it by your self or with a friend in advance.

Try to think what your conversation partner might say, and the best way to respond. When it comes time for the actual conversation, you will feel much more confident.

- **TAKE A SPEECH CLASS OR COURSE:**

If you find that you have anxiety about public speaking, then taking a course could make a big difference. There are a lot of places online where you can get help with public speaking. Or you could look for a local class if you prefer something in person.

7 TIPS TO IMPROVE VERBAL COMMUNICATION SKILLS:

1. Think before you speak.
2. Be clear and concise.
3. Speak with confidence.
4. Vary your vocal tone.
5. Be a good listener.
6. Be aware of your non-verbal communication cues.
7. Think about the perspective of your audience.

TO IMPROVE INTERPERSONAL COMMUNICATION:

Keep your concentration on the conversation at hand. Maintain eye contact. Part of active listening is maintaining good eye contact. By doing so you avoid being distracted by what is going on around you and you are the speaker non-verbal acknowledgement that you are listening.

Q2. Which form of communication is as old as 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?

ANS. FORMS OF COMMUNICATION: There are five forms of communication like verbal, non-verbal, written, listening and visual.

- **VERBAL COMMUNICATION:**

The communication through verbally, vocally or through written words which express or convey the message to other is called verbal communication.

For example; Baby crying is verbal communication because he is expressing his hunger or pain through vocally.

- **NON-VERBAL COMMUNICATION:**

It uses body language, gestures, and facial expressions to convey information to others. It can be used both intentionally and unintentionally.

For example; you might smile unintentionally when you hear a pleasing or enjoyable idea or piece of information.

It is helpful when you trying to understand others' thoughts and feelings.

- **WRITTEN COMMUNICATION:**

It is the act of writing, typing and printing symbols like letters and numbers to convey information. It is helpful because it provides a record of information for reference. Writing is commonly used to share information through books, pamphlets, blogs, letters, memos and more. Emails and chats are the common form of written communication in the workplace.

- **VISUAL COMMUNICATION:**

It is the act of using photographs, art, drawing, sketches, charts and graphs to convey information. Visuals are often used as an aid during presentations to provide helpful context alongside written and verbal communication. Because people have different styles, visual might be more helpful for some to consume ideas and information.

Hence, the **written and non-verbal communication** is as old as MESOLITHIC period.

Secondly, the complex human psychology is in the form of verbal communication because it shows the behaviour of learners.

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 communication stand out?

ANS. BUSINESS WRITING:

It is the form of professional communication that typically consists of memos, emails, letters and other documents. It is found with work environment, it helps employees communicate effectively. Business writing also used for communication with outside sources such as other companies or customers. The goal of this technique is to clearly define to your audience what you are trying to portray.

EFFECTIVE BUSINESS WRITING:

- **WHAT THE EXPERTS SAY:**

Overworked managers with the little time might think that improving their writing is a tedious or even frivolous exercise. But knowing how to fashion an interesting and intelligent sentence is essential to communicating effectively, winning business and setting yourself apart.

MARVIN SWIFT, said that clear writing means clear thinking.

- **THINK BEFORE YOU WRITE:**

Before you put pen to paper or hands to keyboard, consider what you want to say. The mistake that people make is they start writing prematurely said by **GARNER**. Make sure that what my audience know or think after reading my email, proposal or report? If the answer is not clear so you are moving too quickly. Step back and collect more thoughts.

- **BE DIRECT:**

Make your point right up front. Many people find that the writing style and structure they developed in school; does not work as well in the business world. One of the great issues of business writing is postponing the message to the middle part of writing said by **GARNER**. Present your main idea first so you can save the time of reader and sharpen your argument before diving into the bulk of your writing.

- **CUT THE FAT:**

Don't use three words when one would do said by **BLACKBURN**. Read your writing through critical eyes and make sure that each word works towards your larger point. Cut every unnecessary word or sentence.

- **READ WHAT YOU WRITE:**

Put yourself into your reader's shoes. Is your point clear or well structured? Are the questions are straightforward or concise? **BLACKBURN** suggests read your passage out loud.

- **PRACTICE EVERYDAY:**

Writing is a skill said by **BLACKBURN** and skills improve with practice. He says that pay attention to the written material everyday and also to word, choice, sentence structure and flow. Most importantly, build time into your schedule for editing and revising.

PRINCIPLES TO REMEMBER:

DO'S:

- 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.

DON'T:

- Argue that you simply can't write. Anyone can become the better writer with practice.
- Pretend that your first draft is perfect, or even passable. Every document can be improved.
- Bury your argument. Present your main idea as soon as possible.

DON'T BE AFRAID TO SHARE:

When **DAVID** began working as a management consultant at **MC KINSEY** and company, he realized that the writing style he had honed at **HARVARD LAW SCHOOL** wasn't well suited for executive level communication. It was the structure of my arguments said by **DAVID**. I was getting feedback that I needed to get to the point more quickly.

With legal or academic writing, you are going to generally start with the building up the case and put the main point all the way at the end. But in business communications it is the best to start with your conclusion first.

To make his writing more direct and effective, **DAVID** asked several senior colleagues for all of their past presentations and reports so that he could have keys elements of their format and style. He also copied trusted colleagues who were partially skilled communicators on important emails and asked for their feedbacks.

STUDY GOOD WRITING:

TIM GLOWA had already built a successful career as a strategic marketing consultant when he decided to set his ambitions a little higher. I wanted to be perceived as a thought leader said by **TIM** and to do that, I need to have a point of view and I needed to put that of view out in public.

He knew that crafting smart, digestible opeds and research papers as key to improving his professional reputation. His writing was already well received by colleagues and peers but much of his experience was rooted in academic writing. So he began reading business publications.

He also incorporated an outlining ritual into his writing. Before writing reports and memos he now begins with short outline of three main objectives.

TIM, now the cofounder of a marketing analytics firm called **BUG INSIGHTS**, believes the efforts have made him a more effective communicator, improving not just his longer writings but his emails and even his voicemails.

Several of his papers have been downloaded more than **100,000 times**, and a fortune **50 company** recently used one of his papers in an internal training and development program.

TIM is gratified at his progress, but says he's not going to stop putting in the extra effort. You have to work at it and anytime you develop a new skill but you have to study it.

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?

ANS. PUBLIC SPEAKING:

Public speaking is the process or act of performing a speech to a live audience. Public speaking is commonly understood as formal, face to face, speaking of a single person to a group of listeners. Traditionally public speaking was considered to be a part of art of persuasion.

STRATEGIES AND TECHNIQUES OF PUBLIC SPEAKING:

- **CARE ABOUT YOUR TOPIC:**

Passion goes a long way when it comes to being a good speaker. The audience can tell if you are apathetic. If you don't care they won't care either.

On the other hand if you care about your topic the audience will pick up on that too. They will view you as being more authentic and believable. They will listen more closely to discover why your subject is so much important to you. And they are more likely to forgive any minor mistakes you might make.

- **REMEMBER YOUR SPEAKING GOAL:**

We have all probably listened to at least one speaker who seemed to go on and on forever about nothing in particular. One reason why this happens is because the speech is not focused enough. The speaker is trying to cover too much and ends up boring their listeners.

Early in the process of developing your speech, identify the reason why you are speaking. Make it a point to stick to this goal during presentation. Don't get off-topic.

- **SUPPORT YOUR MAIN POINTS:**

Every point you make in your speech needs to be supported with an example, an illustration or facts. When you are supporting a point it's best to be as specific as you can be.

- **TELL A STORY:**

People love a good story, so if you want to be a more effective speaker tell a story. Story telling is a great way to make your material more engaging and to relate to your audience. Make sure your story is relatable and relevant.

If you are speaking about your business, here are some examples of stories you maybe able to tell:

1. **A CUSTOMER STORY:**

The story about how your product or services met a need for specific customer or solved a problem. Satisfied customers are often happy to share this.

2. **YOUR COMPANY STORY:**

The story of how your company came to be. This can be especially effective if it's customer-oriented.

3. **A PRODUCT DEVELOPMENT STORY:**

The story of how you came to offer a new product.

- **USE PRESENTATION TOOLS WISELY:**

Slides presentations often get a reputation for being dull, but that's because many speakers are unaware of what their presentation tools can do and don't make the best use of all features. To better engage your audience, learn how to use the more advanced features of your tool. We have different apps now to use it for presentation PowerPoint and Google Slides etc.

- **USE A PROFESSIONAL TEMPLATE:**

While we are talking about presentation tools, let's also talk about presentation design. Your presentation design affects how your audience perceives you. Even if you memorize your presentation give it perfectly and have the most amazing topic your audience might still judge you negatively if your presentation design is sloppy and unprofessional.

Of course, you could use the standard template or design your own template. But the best plan is to use the professional template that you can easily customize.

- **PRACTICE YOUR SPEECH:**

One of the most important public speaking techniques is often one of the most overlooked practice. If you expect that you will be an effective speaker without practicing your speech, you had be wrong. One of the quickest ways to avoid public speaking failure is to try and give a speech you don't really know and haven't practiced.

- **WORK WITH A COACH:**

If you are really serious about developing effective speaking skills, there is no better way than working with a speech coach or a speech teacher. A coach or teacher can teach you the principles of public speaking and point out mistakes in your public speaking techniques that you would not be aware of otherwise.

- **RELAX:**

It's normal to be nervous about public speaking. Biotechnology estimates that 77 percent people have the fear of public speaking. It is so common in our society. I am not telling you this to make you more anxious but rather to let you know that having some anxiety before giving the speech is perfectly normal. Still you should try to relax if you can. You will be more comfortable and the audience will relate to you better too.

Normally, calms you down in stressful situations try to use these skill full techniques:

- **Meditation.**
- **Exercise.**
- **Positive affirmations.**
- **Music.**

- **DON'T WORRY ABOUT MISTAKES:**

One of the reasons so many of us fear public speaking is because we are worried that we will make a mistake and embarrass ourselves in front of everyone. If this is your fear let it go. Most audiences will understand if you make mistakes. And if its small mistake the audience may not even notice it.

- **PACE YOURSELF:**

When it comes to public speaking. A common newbie error is to speak too quickly. This is used commonly by the combination of nerves and not realizing how fast you are actually speaking. But talking too fast makes it harder for your audience to understand what you are saying. Effective speakers know how to pace themselves. They will speak at a natural pace and work short natural pauses into their speech.

- **ADD VISUAL AIDS:**

visual aids can serve as a powerful illustration of your speech. Humans use their sight more then any other sense. So if you can make your point by showing it to your listeners rather then describing it, they are more liekly to remember it.

Be careful about the visual aids because it must be high quality and easily visible to you audience.

- **DRESS COMFORTABLY BUT PROFESSIONALLY:**

Well, there is no one answer. How you dress depends on who your listeners will be. But the general principle is that you want to dress professionally to make a good impression. Make sure to observe good grooming and hygienic rules too.

- **AVOID AWKWARD FILLERS:**

UM, UH, LIKE. We all slip there filler words into our conversations without even realizing it. But overuse of these words during a professional speech can make you sound less than confident. If you can break the habit of use these words to become a great public speaker.

- **USE GESTURES:**

Natural movement during the speech is a sign of an effective public speaker. Hand gesture and even taking a few steps across the stage can be good public speaking techniques as long as they are natural, purposeful and not overdone.

Q5. Public Services 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 the resume.

ANS.

ACCOUNTANT

RESUME SAMPLE

CONTACT

EMAIL: XYZ123@gmail.com
PHONE: 895-555-555
ADDRESS: 4397 Aron Smith Drive
Harrisburg PA 17101
LINKEDIN: [Linkedin.com/in/profile](#)

RESUME OBJECTIVE

Certified with 5+ years of experience of ledger process, account reconciliations and streaming accounts. Possess an MBA with a focus in accounting. Seeking to leverage accounting expertise and experience into a managerial role as a corporate banker.

SKILLS /

oracle
Sage
Microsoft Office
Communication
Time Management
Critical Thinking
Handling pressure.

EDUCATION /

M.B.A / ACCOUNTING
Peshawar University
2013

B.A ACCOUNTING
Peshawar University
2011

CERTIFIED PUBLIC
ACCOUNTANT

AWARDS

EMPLOYEE OF THE
MONTH
XYZ Partnership
March, 2015

EXPERIENCE

FINANCIAL ANALYST

XYZ PARTNERSHIP, PRESENT MA SEPTEMBER 2016.

- * Created financial reports and supported all areas of responsibility within a 5 person finance team.
- * Managed a \$350,000 budget, with a reduction of costs totaling 15% over two years.
- * Analyzed, examined and interpreted account records, compiled financial information, reconciled reports and Financial data.
- * Performed process analysis and communicated recommendations to management.
- * process journal entries and perform accounting corrections to ensure accurate records.

FIANCIAL ADVISOR

XYZ BAKERSFIELD CA / JUNE 2013- AUGUST 2016

- * Conducted through reviews of potential business partnerships and strategies. And perform risk analysis using FRAP.
- * Trained and supervised 2 new employees, ensuring they maintain fastidious attention to detail.
- * Forecasted losses and earnings using quantitative and qualitative analysis to a high degree of accuracy allowing the company to manage resources.
- * Adhered to departmental controls and regulations. maintaining ethical conduct at all times.