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

Ans.

### Communication:

The transmission of the message from sender to recipient can be affected by a huge range of things. These include our emotions, the cultural situation, the medium used to communicate, and even our location. The complexity is why good communication skills are considered so desirable by employers around the world: accurate, effective and unambiguous communication is actually extremely hard.

**Making The Verbal Communication Successful:**

- **Oral Communication:**

It means



sending message through spoken words. It also known as interpersonal communication. It's a process which begin in childhood. Gradually it becomes more complex.

## **Ways To Make Oral Communication Successful:**

### **Oral**

Communication can be made successful by using following ways;

#### **1. Plan what to say:**

Oral communication should be planned carefully. Determine the purpose. Choose the language that is suitable to the situation.

#### **2. Think of The Receiver:**

It is vital to know whom you will speak. Think of their position, education, knowledge, exoerience and mental level. It will help you alot in communicating successfully.

#### **3. Know the situation:**

There may be different situations for speaking, such as interview, briefing inquiry, meeting and report etc. The situation may be pleasant neutral and unpleasant. You have to adopt the right way. Be friendly informal or formal according the situation.

#### **4. Be opnend minded:**



Present your ideas in an effective way. But at the same time consider the matter from other person's point of view. Be opened minded to hear what is right, but have your arguments ready to make your point forceful.

### **Advantafges of Oral Communication:**

1. It provides immediate feedback.
2. It is easy to convey and understand.
3. It may be relatively detailed.
4. It can easily be changed according to the situation.
5. It often does not need stationary or equipment.

### ● **Written Communication:**

It means sending message through written words. Written communication has gained such importance that today millions of written messages around the globe.

### **Ways To Make Written Communication Successful:**

#### **1. Know the purpose:**

First of all, give a close attention to the purpose of the message. It means why you are sending the message. It may



be congratulation, a request, a good-news message, a bad-news message, an inquiry etc. Choose the language that is suitable to the situation.

## 2. Know the receiver:

It is vital to know who will read the message. Visualise his position, education, knowledge, experience, mental level etc. It will be very helpful in making the message successful.

## 3. Send a correct message:

Make sure that your message is correct in every respect. An incorrect one not only causes confusion but also leaves a bad impression.

## 1. Choose a proper channel:

Choose a right channel of communication. A wrong decision about the medium may have terrible results. The choice of channel will depend on such factors: cost, confidentiality, security, distance, time of day, resources, written record and receiver.

### Advantages of Written Communication:

- i. It is well planned.
- ii. It is useful to convey long and complex messages.
- iii. It has a permanent record.



- iv. It is relatively low in cost.
- v. It may be sent to various people at one time.

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**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?**

**Ans.**

**Meaning of Mesolithic:**

Of or

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 Military and other uniforms carry a significant amount of information about the wearer. Most of this is portrayed in iconic/symbolic form with occasional archaic origin. This form of non-verbal communication is as old as the Mesolithic and clearly involves complex human psychology behind the simple visual aesthetic Nonverbal communication refers to gestures, facial expressions, tone of voice, eye contact (or lack thereof), body language, posture, and other ways people can communicate without using language.



## Types of nonverbal communication

The many different types of nonverbal communication or bo. The human face is extremely expressive, able dy language include:

**Facial expressions:** The human face is extremely expressive, able to convey countless emotions without saying a word. And unlike some forms of nonverbal communication, facial expressions are universal. The facial expressions for happiness, sadness, anger, surprise, fear, and disgust are the same across cultures.

### Body movement and posture:

Consider how your perceptions of people are affected by the way they sit, walk, stand, or hold their head. The way you move and carry yourself communicates a wealth of information to the world. This type of nonverbal communication includes your posture, bearing, stance, and the subtle movements you make.

### Gestures:

Gestures are woven into the fabric of our daily lives. You may wave, point, beckon, or use your hands when arguing or speaking animatedly, often expressing yourself with gestures without thinking. However, the meaning of some gestures can be very different across cultures. While the OK sign made with the hand, for example, conveys



a positive message in English-speaking countries, its considered offensive in countries such as Germany, Russia, and Brazil. So, its important to be careful of how you use gestures to avoid misinterpretation.

**Eye contact.** Since the visual sense is dominant for most people, eye contact is an especially important type of nonverbal communication. The way you look at someone can communicate many things, including interest, affection, hostility, or attraction. Eye contact is also important in maintaining the flow of conversation and for gauging the other persons interest and response.

### **Touch:**

We communicate a great deal through touch. Think about the very different messages given by a weak handshake, a warm bear hug, a patronizing pat on the head, or a controlling grip on the arm, for example.

### **Space:**

Have you ever felt uncomfortable during a conversation because the other person was standing too close and invading your space? We all have a need for physical space, although that need differs depending on the culture, the situation, and the closeness of the relationship. You can use physical space to communicate many different nonverbal messages, including signals of intimacy and affection, aggression or dominance.



## Voice:

Its not just what you say, its how you say it. When you speak, other people read your voice in addition to listening to your words. Things they pay attention to include your timing and pace, how loud you speak, your tone and inflection, and sounds that convey understanding, such as ahh and uh-huh. Think about how your tone of voice can indicate sarcasm, anger, affection, or confidence.

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**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.**

**Think before you write:**

Before you put pen to paper or hands to keyboard, consider what you want to say. The mistake that many people make is they start writing prematurely, says Garner. They work out the thoughts as theyre writing, which makes their writing less structured, meandering, and repetitive. Ask yourself: What should my audience know or think after reading this email, proposal, or report? If the answer isnt immediately





clear, you're moving too quickly. Step back and spend more time collecting your thoughts, Blackburn advises.

### **Be direct:**

Make your point right up front. Many people find that the writing style and structure they developed in school doesn't work as well in the business world. One of the great diseases of business writing is postponing the message to the middle part of the writing, says Garner. By succinctly presenting your main idea first, you save your reader time and sharpen your argument before diving into the bulk of your writing. When writing longer memos and proposals, Garner suggests stating the issue and proposed solution in no more than 150 words at the top of the first page. Acquire a knack for summarizing, he says. If your opener is no good, then the whole piece of writing will be no good.

### **Cut the fat:**

Don't use three words when one would do, says Blackburn. Read your writing through critical eyes, and make sure that each word works toward your larger point. Cut every unnecessary word or sentence. There's no need to say general consensus of opinion, for instance, when consensus will do. The minute readers feel that a piece of writing is verbose they start tuning out, says Garner. He suggests deleting prepositions (point of



view becomes viewpoint); replacing –ion words with action verbs (provided protection to becomes protected); using contractions (dont instead of do not and were instead of we are); and swapping is, are, was and were with stronger verbs (indicates rather than is indicative of).

### **Avoid jargon and \$10 words:**

Business writing is full of industry-specific buzzwords and acronyms. And while these terms are sometimes unavoidable and can occasionally be helpful as shorthand, they often indicate lazy or cluttered thinking. Throw in too many, and your reader will assume you are on autopilot – or worse, not understand what youre saying. Jargon doesnt add any value, says Blackburn, but clarity and conciseness never go out of style. Garner suggests creating a buzzword blacklist of words to avoid, including terms like actionable, core competency, impactful, and incentivize. You should also avoid using grandiose language. Writers often mistakenly believe using a big word when a simple one will do is a sign of intelligence. Its not.

### **Read what you write:**

Put yourself in your readers shoes. Is your point clear and well structured? Are the sentences straightforward and concise? Blackburn suggests



reading passages out loud. That's where those flaws reveal themselves: the gaps in your arguments, the clunky sentence, the section that's two paragraphs too long, she says. And don't be afraid to ask a colleague or friend — or better yet, several colleagues and friends — to edit your work. Welcome their feedback; don't resent it. Editing is an act of friendship, says Garner. It is not an act of aggression.

### **Practice every day:**

Writing is a skill, says Blackburn, and skills improve with practice. Garner suggests reading well-written material every day, and being attentive to word choice, sentence structure, and flow. Start paying attention to the style of The Wall Street Journal, he says. Invest in a guide to style and grammar for reference — Garner recommends Fowlers Modern English Usage. Most importantly, build time into your schedule for editing and revising. Writing and reworking your own writing is where the change happens, and it's not quick, says Blackburn. The time is well spent because good writers distinguish themselves on the job.

### **Principles to Remember:**

#### **Do:**

- 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.

**Dont:**

- Argue that you simply cant write. Anyone can become a 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.

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

**Ans.**

### **Speaking:**

The first duty of a man is to speak. Businesspeople spend 30% of their time on speaking. In a vast context, speaking means making a speech. We mean giving a speech to a small group or a large audience.

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.

Techniques to improve speaking:

Following strategies and techniques are proven to be successful when addressing to a group of people.

### **1. Prepare well:**

Like any other activity, speech also requires preparation. A good speech requires these steps:

- Determine the purpose
- Analyze the audience
- Select the main ideas
- Research the topic
- Organize the data
- Create visual aids
- Rehears the talk

### **2. Know the situation:**

It is necessary to know the situation. The situation may require short or long speech. It may range from a few minutes to an hour. You may introduce someone, present an award to a person, give a briefing to visitors, present a company policy.



### **3. Choose the right way of delivery:**

The method of delivering a speech plays an important role. The extemporaneous way of making a speech is the best. In this way, the speaker makes a speech with the help of outline, note cards, or visual aids. However, if you are giving the policy statements, the speech should be read out from the paper.

### **4. Display proper physical behavior:**

Physical behavior includes appearance, posture, movement, gesture, facial expressions, etc. A speaker should be well groomed. He should look confident. He should maintain a proper posture. He should move with a purpose. His gesture should assist the words. He should vary his facial expressions as the situation requires.

### **5. Moderate vocal behavior:**

Your voice is your trademark. Vocal behavior includes accent., volume, tone, speed, voice quality, and pronunciation. Be sure you can be heard clearly by every section of the audience. Vary your tone as per need. Pay attention to your speed. Pronounce words correctly.

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**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.**

**Ans.**

You'll want to begin your accountant job description by introducing prospective candidates to your company and highlighting what makes working in your office unique. Take a few short sentences to really set your company apart from competing job listings and sell yourself to job seekers.

### **Accountant Job Responsibilities:**

Provides financial information to management by researching and analyzing accounting data; preparing reports.

Prepares asset, liability, and capital account entries by compiling and analyzing account information.

Documents financial transactions by entering account information.

Recommends financial actions by analyzing accounting options.



Summarizes current financial status by collecting information; preparing balance sheet, profit and loss statement, and other reports.

Substantiates financial transactions by auditing documents.

Maintains accounting controls by preparing and recommending policies and procedures.

Guides accounting clerical staff by coordinating activities and answering questions.

Reconciles financial discrepancies by collecting and analyzing account information.

Secures financial information by completing database backups.

Maintains financial security by following internal controls.

Prepares payments by verifying documentation, and requesting disbursements.

Answers accounting procedure questions by researching and interpreting accounting policy and regulations.

Complies with federal, state, and local financial legal requirements by studying existing and new legislation, enforcing adherence to requirements, and advising management on needed actions.

Prepares special financial reports by collecting,





analyzing, and summarizing account information and trends.

Maintains customer confidence and protects operations by keeping financial information confidential.

[Work Hours & Benefits] This is the perfect place to talk about the working hours and benefits specific to your company. You'll want to advise prospective accountants about work from home and support staff options, and you can also take this opportunity to focus on the benefits that set your firm apart, such as stock and ownership options, paid parental leave, or corporate travel accounts.

### **Accountant Qualifications / Skills:**

Accounting

Corporate Finance

Reporting Skills

Attention to Detail

Deadline-Oriented

Reporting Research Results

SFAS Rules

Confidentiality

Time Management



Data Entry Management

General Math Skills

**Education, Experience, and Licensing Requirements:**

Bachelors or masters degree in tax, accounting, or finance

CPA Minimum 5-10 years experience in accounting/finance Experience with financial reporting requirements Experience in working with multiple legal entities under different legal umbrellas [Call to Action] Here is where the most effective job descriptions include a strong call to action, turning job seekers into actual applicants. Let prospective accountants know exactly how to apply, whether its clicking the apply button on this posting, or submitting an application and resume to someone at your company.

**Hire Your Next Accountant:**

A strong job description can help lead qualified candidates to your inbox, but you need to make sure all their accounting skills and experience add up to the right hire. Could you use some help with that? Get started here and youll even have access SearchMonster, where you can connect with the best accountant candidates, at no extra charge.



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