

Mid-Term Assignment

Marks 30

Subject Communication Skills

Instructor Naeem Ullah Kaka Khel

**Student Name Muhammad Ammar**

**Std.ID 16602**

---

**Q.1 What is intensive and Extensive reading, explain in detail?**

**Ans:**

**Intensive Reading:**

- Intensive reading is used on shorter texts in order to extract specific information. It includes very close accurate reading for detail.
- Use intensive reading skills to grasp the details of a specific situation. In this case, it is important that you understand each word, number or fact.

**Examples:**

- A bookkeeping report
- An insurance claim
- A contract

**Extensive Reading:**

- Extensive reading is used to obtain a general understanding of a subject and includes reading longer texts for pleasure, as well as business books.
- Use extensive reading skills to improve your general knowledge of business procedures. Do not worry if you understand each word.

**Examples:**

- The latest marketing strategy book
- A novel you read before going to bed
- Magazine articles that interest you

## **Q.2 What is Skimming and Scanning, explain in detail?**

**Ans:**

### **Skimming:**

- The technique you use when you're going through a newspaper or magazine: you read quickly to get the main points, and skip over the detail. It's useful to skim:
- To preview a passage before you read it in detail
- To refresh your understanding of a passage after you've read it in detail.
- Use skimming when you're trying to decide if a book in the library or bookshop is right for you.

### **Examples:**

- The Newspaper (quickly to get the general news of the day)
- Magazines (quickly to discover which articles you would like to read in more detail)
- Business and Travel Brochures (quickly to get informed)

### **Scanning:**

- Scanning is used to find a particular piece of information. Run your eyes over the text looking for the specific piece of information you need.
- Use scanning on schedules, meeting plans, etc. in order to find the specific details you require. If you see words or phrases that you don't understand, don't worry when scanning.

### **Examples:**

- The "What's on TV" section of your newspaper.
- A train / airplane schedule
- A conference guide

### **Q.3 What is Letter and Memo, explain in detail with differences?**

**Ans:**

**Letter:**

- A business letter can be defined as the form of written communication, that contains a long message, addressed to the party external to the organization, i.e. supplier, customer, manufacturer or client.
- It starts with a salutation, written professionally in the third person and has a complementary close with a signature.
- The letter is printed, typed or written on the letterhead paper, which contains the details of the company like name, address, logo, etc.
- As business letters serve as evidence for both the parties concerned, so it needs to be polite, courteous and respectful to gain immediate response.

**Memo:**

- The memo is short for the memorandum, which means a note or record for any use in future. It is a short message used as a means of informal communication within the organization, for transmitting information in writing.
- It may be titled as interoffice communication, office memorandum, or interoffice correspondence, rather than a memorandum.
- The primary objective of memos is to disseminate business policies, procedures or related official business.
- These are written in one to all perspective and can serve different purposes like conveying news, directions and information to multiple recipients, calling people to action or meeting.

### **Differences between Letter And Memos**

1. The memo can be defined as a short message, written informally to communicate certain information to the members of the organization. **Conversely**, letters can be understood as a means of a verbal communication containing a brief message addressed to a party external to the business.
2. A memo uses informal tone and is straight to the point. On the other extreme, letters are very formal and contain lots of information.
3. When it comes to length, letters are lengthier in comparison to the memo.
4. There is no requirement of a signature in the memo, as it is used within the organization. However, the letter is to be duly signed by the one who sends it.