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Program	#	BS-SE
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Section	#	"B"
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4th Semester

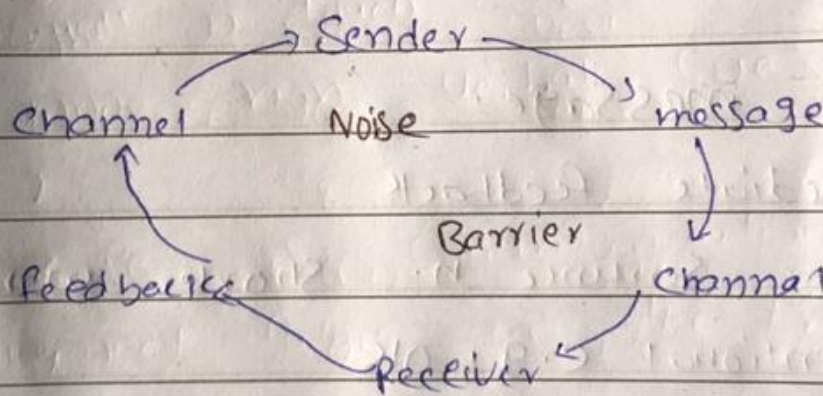
Subject	#	Communication and Presentation Skills
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Q: (1)

What is Communication?

- It is the way to express your ideas, thoughts, expressions, feeling or emotions through verbal or non-verbal sign and symbols.

Process of Communication.



Purposes of Communication.

- To express our thoughts or feelings... etc
- To ensure communication.
- To find something abt Personality of a Person
- To solve issues
- To overcome anxiety through counselling ... etc

Process of Communication:

Component of Communication:

- Context

- Sender

- Encoding

- message

- Receiver

- Decoding

- Noise

Oral message:

- Immediate feedback

- Shorter sentence & shorter words

- Conventional e.g., OK

- Focus on interpersonal relations

- Less detailed technique info

- Focus more on non-verbal actions

Written message:

- Delayed feedback

- Longer sentence & longer words

- More formal

- Focus on content

- Direct speech

- Possibility of review

Non-Verbal Communication :-

- facial expression
- Gestures (expressions through face)
- Postures
- movements
- Time
- Silence
- Space
- smell n touch etc
- Some non verbal cues

Scope of communication.

- Project future in the Present
- Basic awareness - meet info-needs
motivation raises
- Proper Planning and Coordination
- T.L comm shows off elite class
- language representativeness
- com skills represents ability n
Proficiency of a Person
- Executive Success is based
A valuable job requirements.

Q: 2) What is Skimming and Scanning explain in detail?

Ans SKIMMING:

The type of reading technique in which we quickly read the passage or any kind of text in order to get the general idea of that particular text

How to Skim:

- Read the title
- Read the Subtitle
- Read the Summary or last Paragraph if there is one
- Read the first sentence of each Paragraph

When Skimming

- Don't read everything in detail but just try to skip the text
- Read the first and last sentence of each Paragraph

- Read the introduction and ^{any} summ
 - Read a few examples
- unit you understand the concept of the new

SCANNING

The type of reading technique in which we read in order to find and locate what we are searching for, we quickly skip the next and rapidly run through the text until we find our specific details.

* In scanning we search for key words.

- Particular name
- Number
- Telephone number
- Program
- Date

* Scanning Get only what you need.

Three types steps for scanning includes.

- Search for key words
- Move quickly over the page
- Less reading and more searching.

⑥ Answer Seven C's of Communication

1) Completeness

2) Correctness

3) Conciseness

4) Concreteness

5) Consideration

6) Clarity

7) Courtesy

1) Completeness:- Provide all necessary info
Answer all question • Give some thing extra

2) Conciseness:- Eliminate wordy expressions
include only relevant material • Avoid
unnecessary repetition

3) Consideration:- Focus on "you" instead
"I" or "we" • put Emphasize +ive n
pleasant fact • show audience benefit
interest in the receiver

4) Concreteness :- Use Specific facts
n figures • put action your verb
• Choose image - building

5) Clarity :- Choose precise, concrete n familiar
words Construct effective sentences and
paragraph

6) Courtesy :- Be Sincere, tactful though

use expressions that show respect

choose nondiscriminatory expression

7) correctness

Use the right way n level
of language acc to audience

• check accuracy of facts, figure
n word that u have used

• Maintain acceptable writing medium

10/00

Q. 2

What is Letter and memo
explain in detail with difference.

Ans LETTER..

A letter refers to a brief message sent by the company to the person or entity which are outsiders.

MEMO

A memorandum or shortly known as a memo is a precise precise official note, used to inform direct or advise the members within the same organization. However, the business deals with a number of external parties such as customers, clients, suppliers, government agencies, manufacturers, societies etc. For which a different tool of communication is used called a business letter.

Difference Between memo and letter.

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.

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.

Q: (5)

VOCABULARY

o vocabulary basically refer toward "list of word" or the stock of word used by person

Types of vocabulary

1 Active vocabulary:-

which we use for speaking or writing

2 Passive vocabulary:-

which we can understand we hear to read

o Our reading and writing vocabulary is large than or spoken vocabulary because we have time to make an effort to recall word then read or write: Speech flows faster and there is less time recall word

So our reading vocabulary (active) is the largest and spoken vocabulary (passive one) is the smallest we use all the word we know that when we reading and use the fewest of the word we know when we are speaking