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SUBJET: BUSINESS ENGLISH

FINAL EXAM: 2ND BFD

QUESTION. 1

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

Answer:

Communication:

Communication is the act of conveying meanings from one entity or group to another through the use of mutually understood signs, symbols, and semiotic rules. The main steps inherent to all communication are: The formation of communicative motivation or reason.

Communication is a two-way street. This means that both the person communicating and the person being communicated to have to participate. Communication happens when information is shared between two people. Miscommunication has often been the cause of hurt feelings, incomplete tasks, and relationship frustration. However, with the right set of skills, you can learn to communicate clearly and efficiently.

Here are the key to communication components that will help you connect with your audience effectively.

It is important to note that there is a difference between simply hearing and listening. We use our sense of hearing every day. When people speak to us, we hear them talking. What's important is to understand what are actually trying to say.

Here are the tips to ensure you're receiving the message loud and clear.

Focus on the person speaking:

Avoid distraction by making eye contact with the speaker. If your mind begins to wander, force your attention back to the present moment.

Make sure you understand:

Sometimes, no matter how well you listen, you just can't quite understand what is said. In this situation, be sure to ask follow-up questions for clarification.

Wait for your turn to speak:

Avoid interrupting, or cutting others off when you have something to say. If a thought pops into your head, write it down for later so you can return your attention to the person speaking.

Show interest:

When you fail to show interest while listening, it is distracting to the person speaking. Instead of focusing on what they want to say, they will wonder whether or not you're paying attention.

Repeat what was said in your own words:

Repeating it in your own words forces you to put thought into what was said. This will help you to better understand the message and will help make it stick in your mind. It also gives the speaker a chance to correct you if you heard wrong or didn't quite understand the message.

Now when it's your turn to talk or to present your thoughts to the next person or a group of people following are the tips you should keep in mind.

Speak clearly:

Speak loud enough for others to hear, and enunciate your words. Focus on sounding out each syllable so that the person you're talking to can understand you easily.

Choose your words carefully:

The words you use should be appropriate by anyone's standards. If you ever find yourself

wondering whether or not a word is appropriate for the workplace, it's probably best not to use it. Practice using words that show your intelligence and professionalism.

Use the appropriate tone:

Your tone, or sound of your voice, says a lot about what you're saying and how you feel. Make sure the tone of your voice matches the words and the sentiment you are expressing.

Consider your audience:

Sometimes you might want to change your communication style or how you communicate, depending on who you are talking with. How you speak to your five-year-old niece is not the same way you should speak to your boss.

Respond appropriately:

Responding appropriately requires that you think before you speak. When you respond automatically, you risk saying something you don't mean and possibly offending the other person

Consider other people's feelings:

One day, a coworker might tell you something personal that doesn't seem important for you to know, or a supervisor might seem angry with you for no reason. To figure out why, think about what the other person is feeling. Consider any situations that may be affecting their emotions and how that might in turn affect what they say to you.

Consider your own feelings:

Just as other people's' feelings can affect the message they're trying to send, your own feelings can get in the way of your communication as well. When you feel a strong emotion or feeling, pay attention to that emotion and try not to let it get in the way of your message. Both positive emotions, like happiness, and negative emotions, like anger, can get in the way of

communication.

Have empathy:

Empathy is the ability to understand and relate to the feelings of someone else. Once you've learned to recognize another person's feelings, you can go one step further and actually relate to those feelings.

Operate on trust:

Good communication requires you to build trust between yourself and the person with whom you're communicating. You can earn the trust of others by sending nonverbal cues that match your words.

Recognize misunderstandings:

A misunderstanding happens when two people think they are on the same page about something, but in reality they are thinking two different things. Misunderstandings happen all the time, but emotional awareness can help you to avoid misunderstandings.

QUESTION. 2

Which form of communication is as old as Mesolithic and complex human psychology involves in it? Define the forms of communication and explain how the types of this form of communication changes the society and individual.

Answer:

History of communication:

Communication has existed for millions of years. Animals have various forms of communication and scientists discovered cave paintings dating back more than 64,000 years ago.

Communication can be verbal, visual and even physical, but all have the same purpose. It's to convey a message.

Visual communication started with pictographs. Simple drawings that told a story or presented a message to others. Pictographs still exist today most commonly in the form of signs. You see a sign and can instantly understand the message it's trying to convey. Road signs are the perfect present day example.

The origin of visual communication:

If you go further back, written language is a collection of images that a group of people have agreed to have specific meanings. Latin, in its commonly recognized form started in six BC, and, to the unfamiliar, looks like a group of random lines. But Latin evolved and became the foundation for many European languages, including English.

Asia uses logograms like Hanzi, from China, and Kanji, from Japan. Korean is built on a phonetic structure like English, but for anyone unfamiliar, the alphabet looks more similar to other Asiatic languages. Even with all these differences, the commonality is that all these cultures use images, recognized as words, to communicate.

Nonverbal communication:

Any system of communication other than speech or writing: for instance, sign language or visual language. From: nonverbal language in A Dictionary of Media and Communication

Relation of nonverbal communication with human psychology and its effects on a society:

Nonverbal communication refers to the behavioral elements of human-to-human messages,

besides spoken words. One's appearance, posture, and facial expressions send messages to others, and provide further cues to meaning. Much of our emotional communication also comes from nonverbal sources.

Psychologist Albert Mehrabian, the best-selling author of *Silent Messages: Implicit Communication of Emotions and Attitudes*, conducted numerous studies on nonverbal communication and suggested that only 7 percent of any message is conveyed through words. That means a staggering 93 percent of all communicated information is expressed silently, and in many ways, this nonverbal interaction says more than any string of words ever could.

1. Facial Expressions:

Without a doubt, the most common—and telling—nonverbal means of communication is through facial expressions. Human faces are able to make more than 10,000 different expressions, and each one articulates volumes of information with ease. Smiling, frowning, blinking, and every teenager's favorite, eye-rolling, are the strongest and most relatable expressions, but even the smallest eyebrow twitch or nostril flare can be read with minimal effort. The most surefire way to establish a connection with a stranger, client, or even long-time acquaintance: Smile! A smile is welcoming, warm, and establishes you as a person who people want to spend time with.

2. Body Movements:

Body movements, or kinesics, include common practices like hand gestures or nodding. Very often, body movements convey enthusiasm or excitement. For instance, we all know someone who "talks with his hands." However, other aspects of kinesics include actions that we commonly perceive with nervousness or anxiety like involuntary tremors, frequent clearing of the throat, or a shaking leg. During meetings, it's best to keep your hands on a table or in a gentle clasp. You want to avoid "drumming" on your thigh or repeatedly touching your face, as these are often distracting.

3. Posture:

Posture is critical in making a strong impression. How you stand or sit is one of the important

elements in how you are perceived by others. Someone who stands with their back straight and head held high exudes confidence, assurance, and strength, while, conversely, someone who is slouched or facing the floor demonstrates uncertainty, indifference, or even weakness. To express friendliness and positivity, maintain an open posture. Stand with your legs hip-distance apart and keep your torso exposed as opposed to covered with your crossed arms. Keep your head raised and relax your facial expression. A closed posture, especially crossed arms across the chest, gives the impression of boredom or hostility.

Human faces are able to make more than 10,000 different expressions, and each one articulates volumes of information with ease."

4. Eye Contact:

Perhaps the best way to build rapport with a stranger is by maintaining eye contact. Eyes can indicate interest, attention, and involvement, while failing to make eye contact may be interpreted as disinterested, inattentive, or rude. However, this doesn't mean you have to stare directly into the face of another person—quite the opposite, in fact. There is nothing more aggressive than staring intensely into someone's eyes. Experts suggest that healthy eye contact consists of looking semi-randomly at the area around the eyes, which includes the eyelids and eyebrows.

5. Paralanguage:

Any parent with small children is familiar with the phrase "don't use that tone of voice with me." This is a perfect example of how paralanguage—the aspects of the voice that differ from the words—affects the message. The most obvious example is sarcasm, in which the tone of what's being said conveys the opposite of the message. Odds are that someone who draws "Grreeeattt" in a laconic tone is less than thrilled at what's being presented. Less obvious paralanguage includes the speed, volume, and pitch of speaking. For example, a presentation mumbled too quickly suggests that the salesman is, at best, nervous, or, at worst, being disingenuous. Be conscious of how quickly you talk, and be sure to speak clearly and loud enough to be heard. But be sure to take care not to be too loud, as this comes off as belligerent and off-putting.

6. Proxemics:

Thanks largely to Seinfeld, the notion of a “close talker” has become part of our consciousness. People are very protective of their personal space, particularly the area that Mehrabian calls the “intimate space” (i.e., 6 to 18 inches). This is a zone generally reserved for family, close friends, or romantic partners. When engaging in business conversation, you always want to be far enough that the other person is comfortable, but you do not want to be too far, suggesting that you are distancing yourself or uninterested in the conversation.

7. Physiological Changes:

With nonverbal communication closely related to emotion, the physiological reactions are often the most associated with anxiety and discomfort. Sweating, blushing (or flushing), and teary eyes are all dead giveaways that someone is ill-at-ease. When you recognize that an associate you’re speaking to have a case of the nerves, it’s important that you make them feel comfortable. Also, everyone’s been guilty of a clammy handshake at one time or another.

Conclusion:

To develop a successful relationship, it’s crucial that you have not only strong speaking skills, but also a keen understanding of nonverbal cues that accompany conversation. Nonverbal communication is mostly emotional in nature; that is to say that it is spontaneous and cannot be faked. Having an awareness—or even a control—of the seven aspects of nonverbal communication will give you an advantage in business dealings when you understand the message behind the message

QUESTION. 3

People all the times write proposals to clients memos to senior executive and constant flow of emails to colleagues. How can you ensure that your business writing is clear and effective? How do you make your business communication stand out?

Answer:

Business Communication:

Business communication is exchanging information in order to promote an organization's goals, objectives, aims, and activities, as well as increase profits within the company.

Great writing takes time and practice. As iconic businessman David Ogilvy said, "Good writing is not a natural gift. You have to learn to write well."

There are several ways you can quickly make improvements to your own writing.

1. Think before You Start Writing

Before you start writing anything, stop and think about what you want and need to say. Ask yourself, "What does this person need to know or understand after reading this email?"

You can also use the "5 Ws + H" that all journalists use when crafting their work:

Who: Who is my audience?

What: What do they need to know?

When: When does this apply, when did this happen, or when do they need to know it by?

Where: Where is this happening?

Why: Why do they need this information?

How: How should they use this information?

You also need to ask yourself, “Do I really need to send this email?”

Professionals in every sector are inundated with emails every day, many of which are unnecessary. Save yourself and your reader time by making sure that each email you send is truly necessary and relevant.

2. Keep It Short

Once you’ve identified what you need to say, get to the point quickly. People are always pressed for time, and they will appreciate your brevity.

Need more convincing? Stop and think about how frustrated you feel after reading an email that’s three times longer than it needs to be, with the main points buried way at the bottom. It’s a waste of time and energy, right?

Don’t make your audience go through this – be brief.

It can help to think about how people read. Novelist Elmore Leonard offers some succinct but great advice when he says, “Try to leave out the part that readers tend to skip.” Generally, this means long paragraphs that have more to do with what you want to say than what the reader needs to hear. Always keep your reader in mind.

If you find that you can’t write an email that’s less than half a page long, then email isn’t the best way to communicate this information. Instead, call the person and talk to them directly.

3. Avoid Pretentious Words

In writing, your goal is to be clear and direct. If your reader has to use Google to decipher what you’re trying to say, they’re going to feel alienated and annoyed.

Mark Twain once said, “Don’t use a five-dollar word when a fifty-cent word will do.” Avoid the temptation to use flowery, pretentious words to sound smarter. Stick with the fifty-cent words.

In the same vein, avoid jargon whenever possible. Jargon often makes you sound pretentious,

and it can further alienate your reader. Instead, write the way you talk. Keep it natural and direct.

4. Use the Active Voice

Active sentences are direct, bold, and more interesting than passive sentences. Passive sentences are weak and wordy; they're like a limp handshake. Your writing will improve dramatically if you strive to use active sentences whenever possible.

For example, look at the two sentences below:

The cat scratched the woman.

The woman was scratched by the cat.

The first sentence is written in the active voice. It's clear and direct. The second sentence is passive.

In an active sentence, the subject performs the action of the verb. In a passive sentence, the subject is letting the action happen to them. Here's another simple example:

The golfer hit the ball.

The ball was hit by the golfer.

In the first sentence, the subject (the golfer) performs the action (hit the ball). In the second sentence, the subject (the golfer) comes after the verb; it's receiving the action.

To spot the passive voice, look for forms of the verb "to be," such as "will" or "was," in front of a verb. For example, "The meeting will be held at 8pm," is passive. Instead, say, "The meeting is at 8pm."

5. Always Be Professional

Sometimes it's tempting to throw in a joke or include some office gossip in an email. However,

these add-ins don't contribute to your message and can negatively affect your reputation. They're also easily misunderstood.

Yes, you need to be authentic and to let your voice shine through in your writing. But you also need to stay professional; it's a balancing act. A good way to check the appropriateness of your content is to ask, "Would I be comfortable with this if it was on the front page of the newspaper tomorrow morning?" If this makes you cringe, do some editing.

6. Clarify Your Call to Action

Your business communications are sent with a purpose; it's rare that you'll write an email that's purely informational. Chances are, you need your reader to do something: call you back, give you more information, confirm their presence at a meeting, and so on.

Don't leave it up to your reader to figure out what you want them to do with this information. Spell it out, and be specific. For example:

Please send back any edits by 5pm Tuesday.

Please call this client back by Friday to resolve the issue.

Be clear about what you want and you'll probably find you get better results from your readers.

. Use Your Email Subject Line Appropriately

Your email's subject line is a powerful tool; think of it as the headline for your email. A headline's job is to make sure the body gets read. To do this, headlines need to be short, direct, powerful, and specific.

For example, look at the two email subject lines below:

Monday's Meeting

Attending Monday, Oct. 14's 2pm Quarterly Reports Meeting

The first subject line is vague and leaves a lot of questions unanswered. Which Monday meeting? What is the meeting about? Do I even need to know about this meeting?

The second subject line is much more specific, and thus more likely to be opened and read quickly. It communicates which meeting the author is talking about, when it is, and what you might need when attending this particular meeting.

Never leave your email subject line blank. Email filters often categorize blank subject lines as spam, so fill it out to avoid having your email missed.

Pro Tip: If you only need to ask a simple question, use the End of Message (EOM) technique. Simply write your question in the email subject line and add "EOM" at the end. This saves your reader time because they can quickly reply without having to read more superfluous text.

For example, your subject line might say, "Will you be attending this Monday's 2pm meeting? EOM."

Make sure your recipients know what EOM means before using this technique. Then, ideally they'll reply in their return email's subject line something like, "Yes, I'll be there. EOM."

8. Stick to One Topic in Emails

Keep your emails focused on one specific point or idea whenever possible. If you need to address another topic, write a separate email. Focusing on one topic per email gives your reader time to process what you're saying and respond directly. It also helps them organize their emails more efficiently and find archived emails faster.

Do your readers a favor and make things as easy as possible for them. Keep it simple with one topic per email.

9. Proofread, Proofread, Proofread

Grammar and spelling mistakes are embarrassing, and they hurt your credibility. Sure, you can rely on spellcheck tools, but they don't catch everything, especially words that are used out of context.

Once you're finished writing, proofread it immediately. And, whenever possible, put it away and read it again a few hours (or a few days) later. Giving yourself some distance from the writing will help you spot mistakes you might have missed on the first read-through.

Pro Tip: When proofreading, read each sentence carefully. Take the advice of George Orwell, who states, "A scrupulous writer, in every sentence that he writes, will ask himself at least four questions, thus: What am I trying to say? What words will express it? What image or idiom will make it clearer? Is this image fresh enough to have an effect? And he will probably ask himself two more: Could I put it more shortly? Have I said anything that is avoidably ugly?"

If you work in collaboration with other people, practicing effective speaking and listening skills can help you handle or even avoid conflicts. It can also make your workplace a more harmonious, productive place to work.

Here are a few tips that can help you cultivate practical communication skills in the workplace.

1. Be clear

Whether you are relating to someone else in person, by e-mail, or over the phone, state your goal at the start of the conversation. By doing this, you increase the chances that you will be heard. Think of introductory phrases like, "the reason I'm calling you is ..." or "the purpose of this e-mail is to confirm that ..."

2. Avoid absolutes

Professional relationships can get heated. If you're feeling frustrated, it's a good idea to avoid starting sentences with sweeping statements such as "You always do this," or "You never take the time to ...". These types of accusations are likely to make the other person defensive, ruining your chances of having a productive discussion.

Similarly, you should avoid exaggerating in moments of frustration. An example of this may include accusing someone of "always being late" when they've only been late a few times.

Making generalizations will only cause the other person to argue with you. As a result, you'll only find yourself in an argument that makes it impossible for you to achieve your initial goal.

3. Don't speak for other people

In other words, speak in the first person to relay your personal feelings and experiences. Speaking from a position of authority, rather than based on a series of assumptions, is inherently more effective.

For example, if you're dealing with someone who is always late for meetings, don't say, "When you're late for meetings, you waste everyone's time."

Instead, focus on how the other person's lateness affects you. A response can sound something like, "When you're late, it makes it difficult for me because it means I have to rearrange the meeting's agenda, which makes me feel stressed." This strategy will also prevent you from speaking on behalf of other people, which can make the person you are talking to feel bullied.

4. Practice active listening

A great way to practice active listening is to focus on non-verbal cues. One way means doing things such as nodding your head to show that you agree with what the other person is saying. You can also lean forward to display your interest.

If you are under critical scrutiny, avoid building your counter-argument in your head while the

other person is still talking. Doing this will prevent you from hearing everything they have to say.

5. Ask questions

As the listener, it can be helpful to ensure you hear the message accurately. If something isn't understandable, ask questions that will help shed light on what the speaker is saying.

6. Confirm what you understand

By using your own words to rephrase your understanding of what the other person is communicating, you'll show that you have been listening and that you get the message. Granted, this doesn't have to mean that you agree, but it shows that you are receptive.

For example, if someone is accusing you of being late for meetings, you can reply, "So what I'm hearing is, when I'm late for meetings, it creates more work for you and that makes your job harder." A response like this is also a crucial aspect of active listening and communicating effectively.

7. Share your perspective

Once the other person feels heard, it's time for you to share your point of view. Ideally, the other party will use the same active listening skills you've just used, which will help ensure a productive exchange.

When sharing your perspective, try to be as candid and plain as possible. Start by identifying the points that agree with you. The rapport you build will help create a healthy communication bond.

Next, share any points might disagree with you while remaining polite and respectful. If the situation you are dealing with is complicated, break everything down into aspects you can address separately.

QUESTION NO. 4

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

Answer:

It was Dale Carnegie who said, **“You can conquer almost any fear if you will only make up your mind to do so. For remember, fear doesn’t exist anywhere except in the mind.”** A common fear among many people is the fear of public speaking. The idea of standing in front of an audience to persuade or present often causes worry and anxiety, but it doesn’t have to. If you can remember Dale Carnegie’s words about fear and follow the strategies below, you will overcome your public speaking fear in no time.

1. Think out Your Ideas

In order to speak well in front of multiple people, you need to have your entire presentation planned out. Just as you would create an outline for a research paper, you should do the same for your presentation. You’ll need to support your ideas, so think of examples that you can use as evidence. Try to structure your thoughts in a way that makes sense, and create a sense of completeness with a beginning, middle, and end.

2. Be Prepared

You will need to practice your speech significantly in order to feel confident while speaking. Don’t wait until the last minute to prepare or you will not feel ready to present. Instead of trying to memorize every word, only memorize the key points of your outline and the examples you will be using for support. You want to be engaged, not robotic-sounding. Your speech should flow naturally, as if you were having a conversation with another person.

3. Start Confidently

The opening of your presentation will determine how the rest of the speech goes, so speak with assertiveness and at a volume where everyone can easily hear you. Try opening with a strong statement and bold language in order to convey confidence. Remember that the audience has no prior opinions or thoughts on what you are going to say, and you are the authoritative source in this situation.

4. Make Eye Contact

Throughout your presentation, it is important to make eye contact with individuals in the room. While you should not focus on one particular person for too long, it is okay to hold someone's gaze for a few seconds. If you look at the floor or in a random direction, your audience will sense that you are not as engaged as you could be. Making eye contact lets your listeners know that you believe in what you are saying and that you are there to inform them about something new.

5. Slow Down

A beginner's mistake when it comes to public speaking is to rush through the presentation. When you walk to the podium or front of the room, take a deep breath, look at your audience, and even count to five before starting to speak. It may feel like an eternity, but it will seem like a normal amount of time to the people in the room. Remember to speak clearly and announce your words. You should have a slight pause after commas and between sentences, and an even bigger pause between paragraphs or major points in your argument.

6. Stay Steady

Most people know that it's important not to fidget during a presentation, but it's also crucial that you limit your movement as much as possible. Slight swaying or talking with your hands can be just as distracting as ordinary fidgeting. Stand with your feet about shoulder width apart, keep your head up, and plant your feet firmly to the ground. It may feel awkward to hold this stance for a long time, but it will help you to stand up straight and look more confident while you speak.

7. Be Human

Remember: it's okay to be nervous. In fact, it's normal. Don't worry about seeming nervous in front of others, since everybody in the room has had to give a presentation at one point and understands how you feel. If you make a mistake, that's okay too. Just take a deep breath and pick up where you left off. Keep in mind that everyone in the room is looking forward to hearing what you have to say.

8. Tell the Audience EXACTLY What They are Going to Gain

Great motivation is a desire for gain.

If you can convey to them that they're going to gain things from your talk, like time, money, or greater success or prestige in any area, then they will be listening and they'll want to know how they can do that.

A wonderful way you can open a talk, by the way, is you can say "There are three things you need to do if you want to double your income in the next 12 months."

Then you pause.

The Power of the Pause

When you pause, do you know what happens?

People lean forward and say to themselves, "I wonder what it is. They wonder what the three things are."

Then you say,

"The three things are these. You have to be able to do this, and this, and this."

9. Be excited:

You are talking about something exciting. If you remember to be excited, your audience will feel it and automatically become more interested.

10. Practice your presentation style:

Be aware that your delivery will utilize three different styles namely audio, visual and kinesthetic (hands-on). How do you move between them?

To know for sure, it pays to practice. One method is to organize a video recorder and tape your prepared presentation. Then show it to your partner, children and/ or trusted friends. Ask for their honest and constructive comments about style and delivery.

You may need to brace yourself for their feedback! However it is worth taking on board. Others' perspectives can help you dramatically improve your delivery and so increase your chances of winning over your 'real' audience.

QUESTION 5:

RESUME

HUZAIFA AZMAT

ACCOUNTANT

Dedicated Junior Accountant to working with all types of personalities in busy office settings. Knowledgeable in accounting. Offering successful career history comprising more than two years. I think I am best fit for Public Service Commission Lahore because I managed to top the class in my accounting degree and worked with top companies in Pakistan. I can handle work in a stressful environment and I know I have lots of potential which can be utilized by working for the company as an accountant.

Work History:

2019-08 2020-12 **Junior Accountant**

PESCO, Peshawar, KPK.

- I worked with Peshawar Electric Supply Company as a junior accountant.
- I analyzed bills and accounted for payments and dues.
- Made financial reports, monthly statements, and helped senior accountants.

Accountant

PIZZA HUT, Peshawar, KPK.

- I worked as an accountant for pizza hut
- Completed daily cash functions like account tracking, payroll and wage allocations, budgeting.
- Prepared documents, reports, and presentations for board members.
- Identified and investigated variances to financial plans and forecasts.

Skills:

- Business processes and procedures
- Bookkeeping
- Reporting capabilities.

Software:

- MS Word
- Microsoft excel
- Powepoint

Languages:

- English
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Education:

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