

QUESTION NO. 1

- (a) Channel/medium is a source of exchanging information or communicating with others.
- (b) An exchange of information within an organization is called internal communication.
- (c) Information about action taken in response to a message that the receiver gives back to sender is called feed back.
- (d) If we want to send our message directly to some person or departments, we use attention line. It is typed two spaces below inside address. It is written only when the address is an impersonal one, nor an office position. If, for example, the inside address is: Alfa Electric House, 115 McLeod Road, Lahore, the attention line will appear like this:
Alfa Electric House,
115 McLeod Road,
Lahore.
Attention: Mr. Akhtar Ali
- (e) Post script is an extra message added at the end of a letter.
- (f) Kinesics (body language) includes facial expressions, gestures, postures and movement, smell and touch and paralanguage (voice and other sounds).
- (g) Messages that fail to come up to the hopes of the readers are taken as Bad-News Messages.
- (h) C.V. (Curriculum vitae).
- (i) If an order is declined, or it can be filled only partially, or it cannot be executed, it is compulsory for the trader to inform the sender about his decision. In such case, the refusal letter must state the reasons for making a refusal.
Sometimes the buyer cancels an order. It is done mainly due to delay in the execution of the order. In such cases a simple statement of the reason for cancellation is enough. The decision of cancellation must be immediately communicated to the supplier.
- (j) (1) Reminder stage (2) Discussion Stage (3) Urgency Stage

QUESTION NO. 2

Communication without the use of words is called non-verbal communication. On the contrary verbal communication involves words. Sometimes a verbal message contradicts a non-verbal message. Words are relatively easy to control but body language, facial expressions and vocal aspects are not. Almost 60 to 90 percent effect of a message comes from non-verbal cues.

SUB-CLASSES/TYPES/COMPONENTS OF NON-VERBAL COMMUNICATION

Non-verbal communication can be made with the help of following components.

- (1) Appearance and surroundings.
- (2) Body language. (Kinesics)
- (3) Paralanguage.
- (4) Silence, Time and Space.
- (5) Colour language.

(1) **APPEARANCE AND SURROUNDINGS:**

Appearance and surroundings are important factors of non-verbal communication. Appearance conveys non-verbal impressions, which influence the attitude, reaction and response of the receiver.

Effect of appearance on written messages:

The format, neatness and language of a written message send a nonverbal message to the reader. He will come to know things about your message even before he reads it.

Effect of appearance on oral messages:

The success of a message depends upon suitable personal appearance as well as appearance of the surroundings.

(i) **Personal Appearance:**

Our personal appearance conveys non-verbal message to the people and enhances the effect of the spoken words. Our dress hairstyle, jewelry, cosmetics, posture etc. form our personal appearance. These things tell about our habits, profession age, social status and nationality etc.

(ii) **Surroundings:**

Surroundings vary according to culture, status, and country. Aspects of surroundings include room size, location, furnishings, and decoration.

(2) **BODY LANGUAGE:**

Body language includes facial expressions, gestures, postures and movement, smell and touch and paralanguage (voice and other sounds).

(a) **Facial Expression:**

The eyes and face are important means of nonverbal communication. They can reveal hidden emotions including anger, fear, joy, passion, confusion etc.

(b) **Gestures Postures and Movement:**

Postures gestures and body movement carry a nonverbal message. Gestures and movements are different in every culture. The meaning of a gesture in one culture may be different in another.

(c) **Smell and Touch:**

Various odours and fragrances convey the emotions of the sender. These can also affect the attitude of the receiver especially if he is sensitive to scents. Similarly, touching people can communicate friendship, love approval, hatred, anger or other feelings.

(3) **PARALANGUAGE:**

Your voice quality and extra sounds are a part of nonverbal communication. These are called paralanguage. Paralanguage also includes volume, rate, pitch, and other sounds, such as throat clearing and sighing etc.

(4) **SILENCE TIME AND SPACE:**

Silence time and space can also convey a nonverbal message effectively.

(a) Silence:

Silence apparently seems unimportant and meaningless yet, sometimes it becomes more meaningful than the words. For example, you write a collection letter to a defaulting customer requesting him to clear his outstanding account by a certain date. If you receive no reply by that date, what will be your reaction to the silence; certainly it would arise many questions in your mind.

(b) Time:

Time language conveys much non-verbally. Concepts of time vary across cultures. Americans and Germans, for example, are quite punctual. Middle eastern business people think little of arriving after an agreed upon time. If you arrive on time for meeting in Portugal, your host might wonder why you came so early?

(c) Space (Proxemics):

The meaning we give to the space around us is known as proxemics or space language. The idea of space also carries nonverbal message. In different cultures, people like to keep certain distance from one another. In the United States, space in a two-person conversation is about 18 inches. The need for space is less in many Middle Eastern countries and more in Denmark or Norway.

(5) COLOUR LANGUAGE:

The meaning we give to the colours is known as colour language. Different colours show different moods.

(OR)**STANDARD PARTS OF A BUSINESS LETTER**

A business letter is quite different from a private letter. The letter should be drafted in such a way as one can form an idea of the contents at a glance. The reader of a business letter is impressed not only by its contents alone but by its form and style also. Often one likes to see a letter neatly typed, or written with a certain balance in its parts and a certain symmetry in the way the letter is set out.

Most of the business letters have eight parts. These parts are as under:

- | | | |
|----------------|-----------------------|-------------------------|
| (1) Heading | (2) Date | (3) Inside address |
| (4) Salutation | (5) Body | (6) Complimentary close |
| (7) Signature | (8) Reference section | |

(1) Heading:

Heading tells where the letter has come from. Most of the companies use printed letter-heads for writing messages. The letterhead contains name, address, phone numbers, fax, telex and email address. It is usually written 2 inches below the top of the paper.

(2) Date:

The date may be typewritten or dateline may be printed two spaces below the last line of heading. The date is written in the order of, Month / Day / Year or Day / Month / Year. We should write month in full spelling as; 2 July, 2004 or July 2, 2004.

Inside Address:

(3) The full address of the person or the organization we are addressing is written two spaces below the dateline. If we are sending an answer to a message, the address must be according to that given in the message. If we are writing on our own, we should write full name of the receiver with courtesy of Mr. Miss or Mrs. Sometimes we write titles like doctor, sheikh etc. After the name, we write professional title or status. The name of the organization comes in second line and address in the third. When we address a firm "Messers" is used before the name, e.g.,

Person

Mr. Ali Ahmad, Director,
Ahmad International
Lahore.

Organization

Messers Afzal & Co.
Shah Alam Market,
Lahore.

(4) **Salutation:**

Salutation means greeting the receiver. It is written two spaces below the inside address. The choice of salutation depends on the relationship between the sender and the receiver. If the relationship is highly formal, we use 'sir' or 'madam' whereas in less formal relations we may write. My dear Mr. Ali, or Dear Sir, Dear Madam. We salute our friends as, Dear Ali, or My dear Ali.

When we address firms, we write 'Dear Sirs' or 'Dear Madams' if it is a women organization. Sometimes words like, Dear Member, Dear Reader etc. are also used to salute.

However, the standard forms, according to the degree of formality are these.

	<u>For Men</u>	<u>For Women</u>
Most Formal;	Sir,	Madam,
Formal:	My dear Sir,	My dear Madam,
Less Formal:	Dear Sir,	Dear Madam,
Friendly:	My dear Dr. Naeem	My dear Mrs. Ali,
	Dear Mr. Ali	Dear Miss Kiran,
Friendly:	My dear Anwar	Dear Kiran,
	Dear Naeem	

(5) **Body:**

Body is the main message, information or news that a receiver gets from the sender. It starts two spaces below the salutation. There is double space between paragraphs. Headings are never used in short letters. Body is organized according to the nature of the message. Usually it has three paragraphs. First para has main idea and reference to any past correspondence, second para gives explanations and the third para states the desired action.

(6) **Complimentary Close:**

Complimentary close is a courteous leave taking, or a polite way to end a letter. It is typed two spaces below the last line of the body. The close must agree with the salutation, for example.

Salutation

Sir,

Dear Sir,

Dear Ali,

Close

Yours obediently, or

Yours faithfully, or

Yours respectfully,

Yours truly, or

Yours sincerely,

Yours,

(7) Signature:

Signature is the signed name of the sender. Letters are always signed in ink. After signature, name with courtesy title and professional title is typed, four spaces below the close.

(8) Reference Section:

This section provides information about the composer, typist or computer directory etc. These names appear two spaces below the name in the form of initials. Usually two names appear in this section as "MA/na. It means Muhammad Ali dictated the message and Naeem Ahmad typed it.

QUESTION NO. 3

**Ahmad and Company,
110, The Mall,
Lahore.
May 08, 2012**

**Ali and Company,
120, X.Y. Road,
Karachi.**

Dear Sirs,

We have the pride of introducing 'Clean' – a wonder in the world of fancy soaps.

It has always been our pleasure to manufacture cosmetic items to the applause of our customers. 'Clean' is entirely a different product from any other fancy soap present in the market. It is the outcome of a hard and strenuous effort of our experts. It sounds unbelievable that more than 40 times a face can be washed by applying one cake of soap but 'Clean' does it, and does it very effectively. It is equally good for any type of skin and for any age. It gives a new shine and glow to the face without doing any harm to skin. Compared to any other fancy soap available in the market, it is cheap in price and better in results.

Please book your order by filling in the enclosed order-blank that entitles you for a special discount on the sale of 'Clean'.

Yours truly,

X.Y.Z.

(OR)

JOB APPLICATION

To,
The Managing Director,
Asia Insurance Company Ltd,
Lahore.

Subject: Application for the job of "Accounts Officer"

Respected Sir,

It is known through the daily "Dawn" that a post of "Accounts Officer" is vacant under your kind control. I offer my services for the same. As regards my educational qualification and other information my C.V is attached.

It is also stated that if I am given a chance to serve. I will do my best to satisfy my superiors.

Thanking you in anticipation.

Yours Truly.

CURRICULUM VITAE

XYZ
H#5, St# 13, Muslim Road,
Sanda Khurd, Lahore.

Tel: (Res.) 042-7154679

Mobile No: 0300-4356836

Personal Information:

S/O: ABC
Religious: Islam
Nationality: Pakistani
N.I.D #: 32409-8907760-4

Academic Achievements:

Class	Year	Division
B.Com	2004	1 st
I.Com	2002	1 st
Matric	2000	1 st

Computer Skills:

Ms Office, Ms word, Ms Excel, HTML.

Experience:

Working as a accountant in private firm.

Languages:

Proficient in English, Urdu & Punjabi.

Extracurricular Activities:

- ❖ Working on computer, Searching, Browsing.
- ❖ Playing Cricket & Badminton.

QUESTION NO. 4

REPORT ON FIRE ACCIDENT IN THE BRANCH OFFICE OF A COMPANY

To:

The General Manager,
ABC Finance Company,
Lahore.

From: Manager (Security)

Subject: Report On Fire Accident In The Multan Branch.

Date: November 11, 2009

Introduction:

This report on the Fire Accident in the Multan Branch of the Company is submitted to the General Manager in response to his directive No. 101 issued on October 25, 2009.

Text:

The fire broke out in the early hours of the morning of 20th October, 2007. In addition to my meeting with the Branch Manager, I interviewed the watchman of the branch who told that he was in his cabin when he heard a loud noise. He rushed out of the cabin and, to his great shock, he saw smoke clouds and flames rising up from the main office-building. He immediately rang up the Fire Brigade that reached the site within 15 minutes.

It was after two hours' hard struggle that the Fire-fighting staff brought the flames under control. By the time the fire was extinguished, it had eaten away all wooden furniture and most of the windows and doors of the building. All the papers and files in the Branch otherwise the loss would have been far more serious. Still the damage caused by the fire is considerably great.

Conclusion:

I have made an inventory of the items consumed by the fire, which is enclosed herewith. As per a rough assessment, the total loss caused by the fire is worth Rs. One million. This includes the cost of repairs and re-construction of some portions of the office-building. In absence of any other cause of the fire, it seems most likely that the fire was caused because of some electrical fault, perhaps due to the exposed wiring.

Suggestions and Recommendations:

In view of my findings, I make the following recommendations:

- (1) Repair and construction work of the office-buildings be carried out on emergency basis.
- (2) Special care be taken that all electrical fixture, including the wiring, is safe up to the maximum standard of safety.
- (3) All Branch Offices of the Company be equipped with Fire Alarm System to avoid recurring of such heavy damages.
- (4) Fire-fighting equipments be provided to all Branches and the staff be given necessary training to cope with an emergency.
- (5) Periodical safety-inspections of the branches be carried out from time to time.

Manager (Security)

(OR)

(i) BULL CAMPAIGN:

An effort of the bull to influence the price by different artificial means is known as 'bull campaign' or 'bulling the market'. A bull buys forward with the hope that the prices will rise in future but future is always uncertain. Sometimes his hopes fall flat and the prices either decrease or remain static. At this occasion bull comes out with rumors and false news. His purpose is to push up the prices by artificial means.

(ii) BEAR RAID:

When a number of bears try to decrease the prices by artificial means, it is called 'bear raid'. A bear sells at present when the price is high and buys in future when the price falls. Sometimes his hopes fall flat and the prices either increase or remain static. At this point a bear comes out with rumors and false news. His purpose is to decrease the price.

(iii) EX-SHIP:

After paying all the cost, if the buyer takes delivery at the dock, it is called ex-ship.

(iv) MARKET VALUE:

Market value is the price of a commodity, which a dealer expects to get in the market. The market value is an average value of a commodity in a short-term market.

(v) ARRIVAL:

Fresh stock of goods brought to the market on a particular day is called arrival. This does not include the old stock. Arrivals are quoted in the market reports to indicate an increase in the supply of goods.

(vi) MARKET PRICE:

The market price is the price, which is actually paid in the current market dealings. Market price is generally determined by two factors, i.e., demand and supply.

(vii) PEGGLING:

When the rate is artificially maintained at a certain level mainly by manipulation of price, it is called pegging, pegging or pegging operation.

QUESTION NO. 5

INTRODUCTION:

Oral presentation is a part of communication. It is as important as the written presentation. It is an art to express one's idea completely and successfully before the audience. Through successful oral presentation one can easily manage one's personal and business affairs.

ESSENTIAL STEPS/STAGES:

There are seven essential steps to prepare the oral presentation. These are as under:

- (1) Determine the purpose of speech.
- (2) Analyze the audience and the situation.
- (3) Choose the main ideas.
- (4) Research the topic thoroughly.
- (5) Organize the data and write the draft.
- (6) Make arrangement for visual aids, if required.
- (7) Do a rehearsal of the speech.

(1) Determine the Purpose of Speech:

The speaker must determine the purpose of his speech. He should decide whether his speech is meant for providing information, for persuading the people or just for establishing goodwill at social gatherings etc.

(2) Analyze the Audience and the Situation:

The speaker must analyze his audience. He must know whether his audience are learned or illiterate, young or old etc. The speaker must also know about the size of the group etc.

(3) Choose the Main Ideas of the Speech:

Keeping the purpose and audience of the speech in mind, the speaker should choose the main ideas of his speech. He should also arrange the ideas.

(4) Research the Topic Thoroughly:

The speaker should make a necessary research for the facts. Such a research is needed both in long and short speeches.

(5) Organize the Data and Write the Draft:

After collecting the necessary data, the speaker should organize it and write the draft of the speech. It should be in an appropriate order.

(6) Making Arrangements for Visual Aids, if Required:

Some presentations may require visual aids. In such cases the speaker must make, in advance arrangements of the visual aids etc. use of overhead projectors is very common in many institutes.

(7) Do the Rehearsal:

The speaker can get a lot of confidence if he does the rehearsal of the speech in advance. Rehearsal enables the speaker to manage his speech within the limited time period.

(OR)

Listening is one of the four language skills i.e., listening, speaking, reading and writing. We spend a major part of our lives in listening and speaking. Listening is, of course, one of the most important communicative activities. It is also far the most important other basic language skills.

DIFFERENCE BETWEEN LISTENING AND HEARING:

Listening and hearing seems to be the same acts. As a matter of fact, there is great difference between the two. Hearing is simply the recognition of sounds whether they are meaningful or not. We hear all types of noise around us without paying attention. But listening involves our attention to whatever is said. The act of listening remains incomplete with-out proper understanding of what is spoken to you.

FAULTS / BARRIERS OF LISTENING

Our listening skill is affected adversely by the following faults / barriers:

Prejudice Against the Speaker:

If you have good opinion about a person, you will pay full attention to what he says. But when you have certain prejudices and grudges against the speaker, you will not like to listen to him or you will listen to him carelessly. Thus your listening efficiency is affected.

External Distractions:

Often, different external distractions affect your listening efficiency. For example, the gaudy dress, clothing, strong perfume are the factors which affect your listening efficiency.

Hast Conclusion:

We are in the habit of cutting into discussion and try to arrive at conclusion hastily. As a result, our listening efficiency is affected.

Annoying Words:

As certain kinds of people annoy us because we dislike them so do their words. They cause your negative reaction to their message. Such words shout so loudly in our mind that our listening comprehension is affected.

Monotonous Manner of Speaking:

A monotonous speech causes the people to lose interest in the message. We are not interested in the speech of a person who does not change the pitch or tone of his voice. We call him a bore. He is criticized for monotonous speech. As a result, effective listening is affected badly.

Prejudgment:

Prejudgment is one of the most common faults in listening. In life people have certain assumptions which they consider absolute facts. They close their mind to new ideas and jump to conclusions relying on their assumption. As a matter of fact in new situation these assumptions can be incorrect.

Self-centeredness:

Self-centered listeners turn a deaf ear to the speaker. They try to control the conversations rather than to listen what is being said. For example, if a manager mentions a problem faced by the whole team, a self-centered, member will eagerly relate his own problem. He will not pay attention and listen to what the manager says.

Selective Listening:

Another common fault in listening is selective listening. When you listen selectively, you will listen only what is of interest. The result is that you will not remember what the speaker has said, instead, you remember only what is of interest.

Good listening is very important for successful communication but it is difficult at the same time. We listen a message properly when we are interested in it, effective listening is affected adversely when we are not interested in the message.

Listening with a Purpose:

Often a speaker tries his best to get his audience to listen. But the audience cannot repeat what they have listened. A teacher takes pains to teach a lesson to the students who fail to reproduce what they have been taught. Who is responsible for the inefficient listening. Can you hold responsible either the speaker or the listener. Of course, the fault is not entirely that of the speaker. The audience or the listeners do not listen to the speaker with a serious purpose. Before listening to a speaker, the audience must have a definite purpose of listening otherwise the process of listening will fail. Here we discuss the purpose of listening.

To Gain New Information:

Throughout your life-time, you gain information that becomes the part of your knowledge through listening. Lecture by a teacher adds to your knowledge and elaborates text books. Your customer is persuaded to buy goods because he listens with a purpose i.e. to gain information regarding a product he is interested in. You receive new ideas daily through oral and aural medium.

To Examine and Verify the Message:

When a person presents a message, you do not accept it as a truth. As a good listener you try to verify the facts of the message and question the speaker because you want to arrive at what is true, practical and acceptable.

To be Urged and Inspired:

Being an efficient listener you focus on a well delivered and moving speech. And you are urged and inspired to purchase to goods offered by the speaker.