



# Managerial Skill Development (MBA) (MBA Sem- 1)



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### **Q-1- What do you mean by communication?**

**Ans-1-** The transmission of any meaningful message is communication. It is as natural a phenomenon as existence itself. Whether we recognize it or not, we have no option but to communicate.. Communication is an integral part of human existence. Communication contributes enormously to the success or failure of every human activity. Communication is essentially the ability of one person to make contact with another and to make himself understood.

Since man is a social animal, it is vital that he express his feelings and emotions, receive and exchange information. It is here that communication comes into play.

In case of organizations, it becomes even more important as people working in different departments have to achieve common objectives. The working of inter-personal relationships is possible only through communication.

Communication has a significant impact on the ultimate potency of an organization. It is only through communication that ideas, information, attitudes or emotions get conveyed from one person to another.

At the individual level also, effective communication skills are responsible for success. According to a survey of America's most successful managers by a leading American magazine, Fortune, excellent communication skill was one of the prime determinants of success.

### **Q-2- Define Communication:**

**Ans-2-** The word communication has been derived from the Latin word communis, which means to share or to participate.

Thus, communication stands for sharing or transmission of information, an idea, an opinion, an emotion, a fact or an attitude. It includes both, the act of communicating as well as the message to be communicated.

Attempts have been made by different authors to define communication. A few are enumerated below:

“Communication means to share in, to give to another or the interchange of – thoughts, opinions or information.” Webster

Communication is an exchange of facts, ideas, opinions, or emotions by two or more persons.” W. H. Newman and C. F. Summer Jr.

“Communication in its simplest form is conveying of information from one person to another.” Hudson

“Communication is the process of passing information and understanding from one person to another.” Keith Davis

“Communication is a continuing and thinking process dealing with the transmission and interchange with understanding of ideas, facts and courses of action.” George R. Terry

“Communication is the transmission of information, ideas, emotions, skills, etc. by the use of symbols, words, pictures, figures, graphs, etc. It is the act or process of transformation that is usually called communication.” Berelso and Steiner

**Thus communication is the process of passing information and understanding from one person to another with three sides to it:**

- (i) Transmission of subject-matter or message
- (ii) Involvement of two parties to complete the process of communication
- (iii) The person to whom the message is transmitted understands it in the same sense in which the sender of message wants him to understand it

**Q-3- Discuss the Characteristics of Communication.**

**Ans-3-** “Communication maintains and animates life. It creates a common pool of ideas, strengthens the feeling of togetherness through exchange of messages and translates thought into action

**(i) Interchange of information:**

The basic characteristic of human communication is that it aims at exchanging information. It is a two-way process. The exchange can be between two or more persons. It may be at the individual or the organizational level.

**(ii) Continuous process:**

Communication is a continuous process. It is not static. It is constantly subject to change and is dynamic. The people with whom communication is held, its content and nature, and the situation in which communication is held – all keep changing.

**(iii) Mutual understanding:**

The main purpose of communication is to bring about mutual understanding. The receiver should receive and understand the message in the manner that the sender intended him to.

**(iv) Response or reaction:**

Communication always leads to some response or reaction. A message becomes communication only when the receiving party understands and acknowledges it, and also reacts and responds to it.

**(v) Universal function:**

Communication is a universal function, which covers all levels of authority.

**(vi) Social activity:**

Communication is a social activity, too. The components of a society are into a relationship of sharing, be it information, feelings or emotions.

The same holds true for business communication. It involves the effort of people to get in touch with one another and to make them understood. The process by which people attempt to share meaning and relate to one another is, thus, a social activity.

**Q-4- What is the Purposes of Communication.**

**Ans-4- Communication is meant:**

- i. To inform
- ii. To reassure
- iii. To teach
- iv. To deliver news, whether good or bad

v. To understand

vi. To explain

vii. To persuade

viii. To transact

ix. To organize

x. To control

xi. To co-ordinate

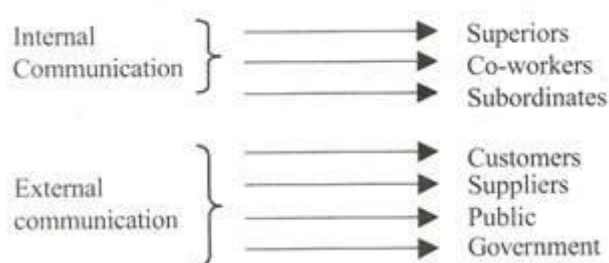
xii. To direct...

Among other things

### **Q-5- Discuss the Importance of Communication**

**Ans-5-** The importance of communication to an organisation cannot be overemphasized. It is critical to the success of any organisation and has a very significant impact on the ultimate effectiveness of the whole organisation. Communication is a means by which behaviour is modified, change is effected, information is made productive and goals are achieved.

Business communication can be internal when it is directed to persons within the organisation such as superiors, co-workers or subordinates. Business communication can be external when directed to customers, suppliers, government, public, etc.



Effective internal communication works towards establishing and disseminating of the goals of an enterprise, evolving plans for their achievement, organizing human and other resources in an efficient way. It helps in selecting, developing and appraising members of the organisation, in motivating and encouraging people to put in their best, and in controlling their performance.

Growth in the size and multiple locations of organizations require keeping in touch with employees spread over different states of a country or over different countries. Sending directions and getting feedback from them would be possible only through effective communication.

External communication relates an organisation to the environment outside. No enterprise can thrive in a vacuum. It has to be aware of the needs of the customers, the availability of suppliers, regulations of the government and the concerns of a community.

Only through effective communication can an organisation become an open system interacting with its environment.

**Thus communication:**

- (i) Binds people together.
- (ii) Improves the morale in an organisation.
- (iii) Helps in proper planning and co-ordination.
- (iv) Forms the basis for decision-making.
- (v) Helps in the efficient running of an organisation.
- (vi) Helps in achieving increased productivity at lower costs.
- (vii) Builds up mutual trust and confidence.

**Q-6- What are the Factors Contributing to the Importance of Communication?**

**Ans-6-** The importance of communication cannot be denied nor should it be underestimated in this era of globalization dominated by modern management education. With the passage of time, society has also

become increasingly complex and businesses more global. All these factors have added to the importance of communication.

**Factors that have contributed to this growing importance of communication:**

**(i) Big size of organizations:**

Modern organizations are gigantic as compared to those of yesteryears. Moreover, they are in a continuous process of expansion. Communication is the only link among the large number of people in the set-up.

**(ii) Growing importance of human relations:**

Modern management has brought in the concept of human resource management. Its importance cannot be ignored. The style of working has changed considerably over the years. It is no longer a management-decides-and-workers-follow kind of working pattern.

Participative management has become the watchword. Men will not cooperate unless they are treated humanely. This has only increased the importance of communication in business organizations.

**(iii) Public relations:**

Just like human beings, organizations cannot function in isolation. Every organisation has certain social responsibilities. It also has to interact with different segments of society. The responsibilities are towards customers, shareholders, suppliers, traders, trade unions, media, government and the people in general.

**(iv) Advances in behavioural sciences:**

Modern management lays great stress on the theories of behavioural sciences like sociology, psychology, philosophy, spiritualism and transactional analysis. Their growing importance can be judged by the tremendous surge in the sale of books on these subjects.

The essence of all the writings is that we change the way of looking at human nature. Improvement in communication skills can do this effectively.

**(v) Technological advances:**

Today's computer age affects not only the methods of working, but also the composition of groups. Communication is the only way to meet the challenge and to strengthen the relationship between superiors

and subordinates. Teleconferencing has become a key link for immediate decision-making and feedback in large business organizations.

**(vi) Growth of trade unions:**

The last century has seen a tremendous increase in the size of the unions of workers. These unions occupy a very important place in an organizational set-up. Hence, mutual understanding between the management and the unions is very important. Communication, therefore, has a vital role to play.

**(vii) Consumerism (increase in the demand for consumer goods):**

Communication has become an inevitable cycle since the growth of consumerism. In this era of the global marketplace, the competition is really tough, and companies are under constant pressure to attract clientele and to perform. The effort to persuade customers to buy a product is virtually never-ending. This has led to a tremendous growth in communication.

From pamphlets, brochures and advertisements in the print and the electronic media, to workshops, demonstrations, contests and attractive schemes, consumerism has spawned a whole new way of communication.

**(viii) Distance education:**

The advent of the Open University system has led to an increase in communication. In many countries, a large segment of population is receiving distance education. In India, IGNOU (Indira Gandhi National Open University is an example.)

**Q-7- Write the Process of Communication.**

**Ans-7-**The process of communication involves seven major elements -sender, message, encoding, channel, receiver, decoding and feedback.

**Sender:**

The sender is the person who transmits a message. He is the communicator. He is the one who gets the entire process of communication started. He wants to get his opinions, ideas, facts, thoughts or information across to the receiver. He is, therefore, also said to be the transmitter of a message.

**Message:**

A message is the actual information that has to be conveyed. Communication is unthinkable without a message. A message triggers a response from the receiver. Messages can broadly be divided into verbal and non-verbal. The message must be clear, complete, unambiguous and courteous.

**Encoding:**

The seeds of communication are sown the moment the sender thinks of transmitting a certain message. These thoughts have to be converted into suitable words, pictures, charts or symbols so that they can be delivered to the receiver.

This process of converting thoughts into suitable words, charts, symbols or any other form in which they can be understood by the receiver is called encoding. The choice of the method of communication is made here – will the message be verbal or non-verbal?

**Channel:**

How does one communicate? This is what a channel deals with. Communication is achieved through a channel. The channel can be a letter, an email, a fax, a telephone or memos, reports, bulletins, posters and manuals.

The choice depends on the relationship between the sender and the receiver as well as on the message that has to be communicated. Other factors that tend to influence the choice of a channel include the gravity of the message, the number of receivers, the costs involved and the amount of information.

**Receiver:**

The person who receives the message, decodes it and understands it or attaches some meaning to it is the receiver.

**The receiver has to perform three functions:****(i) Reception of the message:**

This is the stage when a message sent by the sender is sensorial taken in by the receiver.

**(ii) Decoding the message:**

After receiving the message, the receiver has to attach some meaning to it.

### **(iii) Understanding the message:**

He then has to interpret it in the same way and in the same sense as the sender meant it.

### **Feedback:**

The return of communication from the receiver to the sender is known as feedback. It is the response, reaction or reply to the communication. It is always directed towards the sender. This completes the cycle of communication. Thus, in feedback, the receiver sends his reply or response to the sender, indicating that he has understood the message received. In face-to-face communication.

### **Q-8- What are the Barriers to Communication?**

**Ans-8-** If the sender's message does not reach the receiver as it is meant to, then there must be some barrier or hindrance. What can it be? And how to avoid such barriers?

Good organizers of communication need to anticipate the barriers and remove them. The barriers range from a poor microphone to an emotional attitude that rejects the message before it is received (e.g. a child unwilling to heed to reason unless its demand is fulfilled first).

**For convenience of analysis, we may classify the barriers into five types:**

I. Mechanical barriers

II. Physical barriers

III. Psychological barriers

IV. Semantic and language barriers

V. Status barriers

**i. Mechanical barriers: Faulty mechanism:**

A communication may not reach properly if the mechanism that carries it breaks down. To take an extreme case, if the computer typing has been done in devnagari, and while taking the printout the computer is in the Roman mode, not a single letter would be understood.

Similarly, if the mirror image of a letter is sent by some mechanical fault, it will be hard to decipher.

**Some possible mechanical failures are:**

- (a) A weak microphone or poor sound spread (acoustics) of the meeting place
- (b) Defective telephone lines
- (c) Electricity/computer breakdown
- (d) Poor printing quality or paper spread of ink, overlap of colours
- (e) Atmospherics on radio or TV, especially in a cloudy weather

**ii. Physical barriers: noise, space, time:**

Sometimes background noise, whether in a face-to-face meeting or at either end of the telephone, reduces the audibility of the spoken word. Also, if the listener is too far from the speaker, he may not be able to hear him, in which case distance is the barrier. Similarly, the time taken for the message to reach its destination can become a barrier, e.g. a telegram delivered too late.

**iii. Psychological barriers:**

**These are numerous and require greater effort to overcome:**

- (a) A person of weak hearing or eyesight cannot always receive the communication in full.
- (b) The age of the listener puts its own limitations on his ability to receive messages. One may be too young or too old to understand certain things.
- (c) A person's educational level governs his understanding. Some background knowledge is required to understand certain messages.

(d) Where they understand faster boys are more outdoors oriented while girls tend to take a major interest in housework. A boy who is told to do a “girl’s” job may put up a psychological barrier.

(e) A wandering mind cannot fully gather the inputs given to it. While roving is a natural tendency of the mind and the attention span of a listener is limited, there may be other causes of inattention too. These may be visual or audio distractions – gaudy pictures or songs in the neighborhood.

(f) Ideological loyalties may form a barrier to communication. One may have a political party membership, a philosophical principle (like hedonism, i.e. devotion to sensory enjoyment), and a religious affiliation that has already bound the way one thinks. Such a person may not be receptive to the ideas counter to his ideology.

(g) Loyalty to a brand or an organisation is also a barrier. One who is loyal to a certain brand may not be receptive to a rival product’s add. One may not be receptive to the praises of an organisation other than one’s own, a team other than one’s countries, and so on.

(h) Emotional states of a person can act as barriers. If someone is in a fit of anger, he /she may not listen to reason. They may also find it difficult to communicate soberly with a person who has not contributed to his anger. There is a spillover effect – the emotion generated by one transaction spilling over into an unrelated transaction.

(i) One’s prejudices act as a hindrance to reason. A prejudice is a judgment formed without proper information. One may have a racial prejudice, a caste prejudice and so on. This is the opposite of an open mind. A liberal education is meant to remove irrational notions which stay on as prejudices.

(j) Personality limitations, too, put a barrier. These are similar to ideological barriers, as some personalities are naturally attracted to certain ideologies. However, personality variations are far too numerous.

One’s aspirations, viewpoints, analyses make one open or closed to certain messages. One bent on getting into a job for livelihood may not listen to the advantages of entrepreneurship.

(k) Fixed images about other people stand as barriers to see them in a new role. A comedian coming in as a hero of a film may not be acceptable to an audience which sees him typed in comedy roles.

(l) Poor retention power is a barrier. If one fails to take timely notes when instructions are given, hoping to remember them all, one has perhaps given away a part of the communication.

#### **iv. Semantic and language barriers:**

Semantics is the study of how words convey meanings. What happens if the speaker/writer means one thing and the listener/reader takes it in another meaning?

An advertiser offered to sell a “big, bad dog”. While the word “bad” is meant to convey its attacking power to guard a house, some readers may take it otherwise. The context changes the meaning of the word.

One has to ask, is the word conveyed in its proper context? Words are indeed so tricky to use that one can hardly ever convey the same thing to all receivers in given words.

The words generate different meanings in different minds, according to their previous associations and language levels. Literary texts, created by master writers and read by expert critics, are continually open to reinterpretations. Some of this conflict with one another.

Yet in business life, dealing with matter-of-fact situations, semantic barriers arise from the inability to read the receiver’s mind. If the sender knows the receiver’s level of understanding, fine.

If not, there is a barrier. A good communicator takes the trouble of removing all ambiguity and wrong coloring of words. As a receiver, he tries to read the words and between the lines.

#### **Semantic barriers arise when:**

- (a) The sender’s experience with words differs from the receiver’s.
- (b) Words from one environment are taken out and put into an environment where they don’t fit.
- (c) Opinions are given as facts. “XYZ bike is the most reliable.”
- (d) An abstract word is used (in order to be more general and safer) when a concrete word is required. One may want to say that students of a particular college are rowdy, but in order to avoid naming names, one may

abstract and generalize, and put the blame on college students as a whole. Similarly, some young men may be impatient, but one might say “Youth is impatient.”

(e) Complex phrases and long constructions are used. Also, when idioms are meant to be understood in the idiomatic sense but are taken in the literal sense. E.g., dot you i s and cross your t s. This may even generate unintended humor.

#### **v. Status barriers:**

This again is a kind of psychological barrier, where the higher or lower social status of the other party disables one from expressing one’s meaning fully. A modest farmer, asked to express his problems to a high-ranking official or politician, may feel nervous or ill at ease.

Status symbols (e.g. luxury of the surroundings) may halt communication. A candidate from a modest background may be awestruck to see the glitz and glamour of a multinational company where he has to appear for an interview.

Cultural barriers are a special case of collective psychological barriers. A culture brings its own habits, modes of dressing, greeting, eating, food preferences etc. Most people have an element of xenophobia (fear or aversion of foreigners).

#### **Q-9- How to remove communication barriers?**

**Ans-9-** Resistance to the written word exists as a barrier. The written word demands a commitment. People prefer to listen (if possible in their regional language) and act. Letters remain unreplied while personal visits or telephone calls serve the purpose.

A proper understanding of the nature of barriers helps us to arrive at a solution. All the same, good communicators have to form a new set of general habits and recognize the potential barriers in order to put their meaning across.

**(i) Good listening:**

“Listening as a Tool of Communication.” In brief, deep and comprehensive listening helps to overcome barriers. One has to listen to the words as well as the tone. An overworked employee may say, “I’ll do it” with just a little touch of despair. The boss needs to show understanding.

**(ii) Practice in simplifying and clarifying one’s message:**

Writers are known to rewrite their text several times to achieve clarity, precision and beauty. Hence regular writing is advisable. The art of writing, says an expert, is the art of rewriting.

**(iii) Obtain feedback, analyze it and respond:**

Advertisements are often tested for their pulling power. A slight rearrangement of words or font or layout can make an ad more appealing.

**(iv) Repetition:**

Repetition of a message through multiple channels helps to remove barriers which may exist at the first appearance of an idea. Thus one removes the resistance to the new.

**(v) Ambience:**

Find the receiver in a receptive mood and ambience. If the audience is, for instance, given more comfortable chairs, it may digest a speech better.

**(vi) Actions speak louder than words:**

If the communicator’s sincerity is shown through his actions, people go out to listen to him.

**(vii) Cross-cultural get-togethers:**

A systematic effort to bring together people of different cultures goes to increase receptivity. Also, respect for their cultural icons makes the message welcome.

**(viii) Informality is useful:** If the rank and file in an organization are in awe of the superior (due to his position, education, dress, quality of visitors, excellence in speech, etc.) such a manager may step out of his cabin and go out to the juniors.

**Q-10- Discuss the Principles of Effective Communication.****Ans-10-****1. Simplicity:**

In practical life, most communication has to be simple, direct and without ornamentation. You have to keep in mind the receiver's level of understanding and his mind- frame when he receives the message.

Pressed for time, he would prefer a simple statement to a complicated one. To simplify, one may use tabulation, graphics, charts, etc. keeping the words to the minimum.

**2. Face to face communication:**

It is generally to the sender's advantage to get face to face with the receiver. This helps to get an immediate feedback and respond to it. Hence interactive media save time and give instant results.

When a salesman is talking across the counter, when a spokesman is addressing a news conference, the message acts two-way hence face-to-face communication may be used wherever possible to the optimum advantage.

**3. Use of feedback:**

The sender or originator of a message should prepare himself to receive the feedback. Then he knows what reaction the message is producing in the target audience.

If a new product is launched, surveys may be conducted to know how people feel about it. If an ad is issued, you have to test whether it is working the desired way. Is the message clear? Is it reaching the right audience in the right manner? The quality of reception? This is to be assessed and considered in further planning.

**4. Listening with understanding:**

When you are at the other end of the communication, you have a responsibility as a listener and receiver of messages. You have to be attentive and make an effort to concentrate. To grasp the message fully, you have to attune yourself to it. You have to keep an open mind and receive the message without criticizing it, approving it or disapproving it until you have heard it fully.

## 5. An environment conducive to communication:

An environment of trust needs to be created for effective communication to take place. Trust is created by communicating one's sincere interest in the receiver. The one who is managing the environment has to frame the right policies and take appropriate steps to achieve this.

## 6. Non-verbal communication:

Your gestures and posture must be in harmony with the spoken message. You have to learn the technique of expressing yourself well through body language. The speaker should reflect a positive attitude. You should receive the non-verbal communication, too.

## 7. Use of the “You” factor:

The communicator should minimize the use of I, me and mine, and maximize the use of you and yours. This has to be in spirit as well as words.

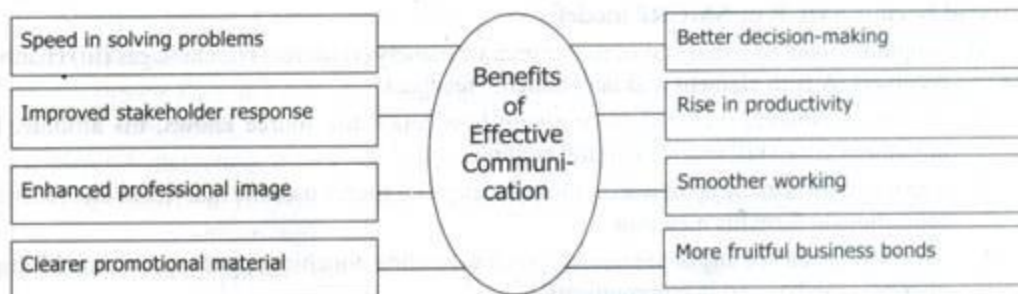
## 8. Awareness of the audience's bias:

The communicator should be aware of the audience's pre-conceived ideas and should try to set the record straight. Talking in a mixed gathering, he has to be especially careful that he does not generalize or stereotype individuals or groups.

If, for example, some smokers are present in a gathering, he has to exercise care in making remarks about smoking. The same for a group of mixed nationalities.

## Q-11 Discuss the benefits of Effective communication:

Ans-11



**There are four major assumptions relating to communication:**

- (i) Communication is a process which has no beginning or ending – it begins and ends arbitrarily (at random).

(ii) Communication is of the nature of a transaction with many causes and many effects on different people. Some of these are unintended.

(iii) Communication has numerous dimensions. Its sources, audiences, attitudes, tones and influences are multiple. The messages affect both the sender and the receiver.

(iv) Communication serves numerous purposes for different parties that directly or indirectly participate in it. Each party has its own interest angle.

**Q-12- How self-development helps in better communication?**

**Abs-13-** A balanced and well-adjusted person has a good chance of becoming an effective communicator:

(i) Such a person listens well and notes the hidden meanings too.

(ii) His/her body language – a conscious and unconscious instrument of communication – supports his/her other messages.

(iii) He/she takes a profound interest in all aspects of life and helps others with their self- development.

(iv) His/her group behaviour is pleasant and teamwork productive.

(v) He/she can generate useful ideas from a calm mind.

(vi) His/her holistic perspective on life helps in the quality growth of an organisation and makes him/her a natural leader in course of time.

(vii) To such a person people open their hearts in trust and offer cooperation.

**Q-13 Discuss about good communication as an aid to self-development.**

**Ans-13-** A conscious effort to evolve one's communicative personality results in the person's overall uplift. Just consider the essentials of good writing: clarity, conciseness, courtesy etc., and the necessities of effective listening: genuine interest in others, concentration, an open mind etc.

As one improves one's communicative skills, one has to overhaul one's entire personality. After all good communication comes from the centre of a person.

Communicative excellence builds up a sound personality in so many ways:

It begins with good listening. This helps to build sympathetic understanding of others. One comes out of oneself and gets liked by others.

When one acquires a good speaking ability, one's confidence goes up and one learns to speak rationally as well as persuasively. One develops an insight into human psychology and eventually masterly understanding of human nature.

(i) Better selections for reading and a good reading speed help the individual to commune with great minds, skip the irrelevant and acquire an idea bank of his own. "Reading makes a full man."

(ii) Good writing requires, above all, exactness. We know great ancient thought from the well-written books of the past. By cultivating good writing habits, one develops a wise personality. In Sanskrit kavi means both a poet and a wise man.

In this way, self-evolution as a communicator leads to a cultivated mind and spirit, and roundness of personality.

#### **Q-14 What are written communication skills?**

**Ans-14-**Written communication skills are those necessary to get your point across in writing. While they share many of the same features as verbal communication skills, there are some important differences. Where verbal communication uses body language and tone of voice to express meaning and tone, written communication relies on grammar, punctuation and word choice. Developing written communication skills requires practice and fine attention to detail.

#### **Written communication skills examples**

In professional settings, great written communication skills are made up of five key elements. Look at some examples of each of these elements below:

- Clarity
- Conciseness
- Tone
- Active voice
- Grammar and punctuation

## Clarity

Clarity helps your reader understand what you are saying or, at least, understand enough to know what questions they need to ask for further clarification. Clarity comes from writing in simple language and sticking to concrete, specific information:

**Example:** *“We are implementing a new late policy to ensure that all employees can confidently rely on our agreed-upon schedule. See the details of the new policy below. If you have any questions, you may direct them to the head of human resources.”*

The above example gets to the goal of the message right away, touches on the intention behind the policy change, and provides explicit steps to follow in case a reader needs further clarification.

## Conciseness

It’s important to get to your point quickly and efficiently. Include only the details that are necessary to communicate your point:

**Example:** *“After reviewing the articles you’ve written for us, I’ve concluded that you are one of the most talented writers on our team.”*

Concise writing, like that in the above example, helps maintain clarity by avoiding unnecessary details or overly complicated sentence structures. It also lends more confidence to your writing.

## Tone

Tone refers to the “voice” of your writing. In business writing, your tone should be one of professionalism blended with varying degrees of formality and friendliness:

**Example:** *“Thank you for sending this over. I highlighted a few inaccuracies found in this report and attached the latest numbers from our accounting department. Please get the revised report back to me by Friday afternoon. If you have any questions, feel free to ask.”*

Even while communicating negative news, such as pointing out mistakes, avoid accusations or language that might make the reader feel singled out. You also want to be specific. Rather than saying, “This report is wrong,” identify exactly what you’re asking for.

## Active voice

Active voice is typically more accessible and easier to follow for readers than passive voice. Active voice helps a sentence flow better and allows the reader to move through your writing at a quicker pace. Complex, passive voice has its place in other forms of writing, but it slows the reader down in professional communication.

**Example:** *“All department heads have reviewed the proposal.”*

## Grammar and punctuation

How much you pay attention to precise grammar and punctuation will depend on how formal the writing needs to be. However, even in informal writing, grammar and punctuation are important for ensuring that your point is getting across.

**Example:** *“The initial guide identifies the scope and framework of the project, breaks it down into milestones, and provides criteria for tracking progress and measuring outcomes.”*

Without correct use of commas, articles, prepositions, verb tense and other basic grammar, the sentence above would be difficult to understand.

### **Q-15- How to improve your written communication skills?**

**Ans-15-** Here are a few tips you should keep in mind whenever you are writing anything, whether it’s a quick email or a detailed report:

1. Know your goal before you begin writing
2. Include only need-to-know details
3. Make use of outlines
4. Keep it professional
5. Edit thoroughly

#### **1. Know your goal before you begin writing**

Having a clear goal in mind keeps your writing focused and clear. This goal might be to get the reader to take action, respond to your email, or to know of important information. Whatever your goal may be, you want to get to it as quickly as possible at the beginning of the message. Lead with the key point and follow up with the details needed to understand it. Organizing your message in this way gets the point across in a way that even readers who might skim through it will understand.

#### **2. Include only need-to-know details**

After you’ve written your first draft, read through it and ask the following three questions of every single sentence:

- **Is the goal of the message clear and concrete?** If you need a report or a project update, give a specific deadline rather than just vaguely stating that it’s urgent. State what specific details you expect that report or update to include. The reader should be able to immediately understand what you expect from them and when without decoding your message.
- **Is this detail necessary for the reader to understand the goal of the message?** If you can remove a whole sentence and the reader could still figure out what they need to do, consider removing it.
- **Is this written as simply and directly as possible?** You’re writing to get the point across while leaving as little room for misinterpretation as possible. While a certain industry-specific term or bigger word might be more specific to the meaning of your message, if your reader doesn’t understand the nuance of its meaning and you do, consider a simpler, more accessible word choice.

#### **3. Make use of outlines**

For longer texts such as a report, take the time to write out an outline to organize your thoughts and determine the best way to organize the information. Outlines can be invaluable resources as you write, because they ensure that you make every necessary point in a logical order.

#### **4. Keep it professional**

Even if you're just sending a quick email to one of your closest coworkers, avoid jokes or private complaints. The safest approach is to assume all written communications could be shared with the entire office. Before you hit send, ask yourself, "Is this email something you would be okay with everyone reading?"

#### **5. Edit thoroughly**

Read through everything two or three times. Besides proofreading for basic grammar and spelling, pay attention to how it sounds. Ask basic questions about the clarity and efficiency of what you've written, such as:

- How does it flow?
- Does it make sense?
- Are there too many unnecessary details?
- Are there any missing details needed to understand the main point? Have you written it simply and directly?

Then, save a draft and step away from it for a few minutes while you work on another task. Come back to it afterward and read through it again.

A great way to build editing into your work routine is to write drafts of all the emails you need to send out. Then, once all the drafts are complete, go back to the beginning and edit each of those drafts before finally sending them.

#### **Q-16- How to showcase your written communication skills**

**Ans-16-** Written communication skills are essential at every stage, from getting the job to performing it to the best of your ability. Here are some occasions where you'll show these skills:

##### **On your resume**

Your resume should be easy to skim and highly focused on highlighting your greatest accomplishments and your strengths. Rely on bullet points, lists and clear headlines. You want to use this as an opportunity to show your ability to communicate concisely and clearly.

##### **In your cover letter**

Unlike your resume, your cover letter should be composed of more rich detail and well-constructed sentences. This is where you show your ability to weave details into a clear and engaging narrative. Tell your story with a clear purpose. Rather than a bullet point list of achievements, focus on one or two of your great ones and weave your accomplishments into a story that shows how your unique strengths and experience helped you achieve those outcomes.

##### **In your job interview**

While your job interview will be more about your verbal communication skills, you still want to make sure your responses are clear, concise and concrete. This will reinforce the impression that you know how to communicate with purpose and efficiency.

### **In your thank you letter**

After the interview, you have one final opportunity to showcase your written communication skills. The thank you letter or email allows you to show your ability to balance professionalism and friendliness. Your thank you letter can show off your mastery of tone and your attention to detail.

### **In your emails**

Most jobs today will require sending emails on a near daily basis. It's important that your writing conveys your professionalism, credibility and friendliness. A well-written email is direct, specific, and provides clear next steps for the readers whether that next step is responding to your email, scheduling an appointment, completing a task or letting them know they can ask you questions they might have.

### **In your presentations and reports**

Presentations and reports are the places where you and your team inform the rest of the company about what you've been working on, what you've achieved and what your goals and expectations are going forward. Doing that well means providing organized, easy-to-read reports that even people who might not be familiar with your department can understand. When writing for an audience outside of your own department, avoid terms that aren't widely used outside of your own team. If you need to use specific terminology, make sure you take the time to include definitions and explanations.

### **Q-17- What is a formal business report?**

**Ans-17-** A formal business is an official document that contains data, research, information and other necessary details to help decision makers form plans and objectives to help the company. Depending on the topic, a formal business report could be several pages long and include extensive data and information. Here are a few of the most common types of formal business reports, designated by purpose:

- **Justification/Recommendation report:** You can use this report to propose an idea to management. The body would include sections like risks, costs and benefits. An example of this type of report would be to propose buying a machine for your workplace. To convince the decision maker to buy the machine, you would create this report to make a convincing argument.
- **Investigative report:** This report can present the potential risks of a specific opportunity. This report is helpful for business owners to anticipate any issues involved in making an investment or purchase. You could also create a formal business report to analyze a proposed merger.
- **Compliance report:** Use this report when the organization wants to show accountability and create a compliance report. It is a report that allows an organization to prove that it is following regulations and that it is spending money properly. For example, an accountant could write a compliance report to show the company followed federal laws regarding spending.
- **Feasibility report:** When you need to analyze the outcomes of a proposed idea, you can use this report. The report could cover potential problems, associated costs and the benefits of the idea. With this report, you can determine if the proposal will be profitable, if the deadline is feasible and if there's a chance it could exceed the budget.
- **Research studies report:** This report helps you analyze a problem. The report would include recommendations to resolve the problems.
- **A periodic report:** This report helps an organization improve its products, services, processes or policies. The report can include things like profit and loss information or it may examine efficiency. For instance, a retail store would have a monthly report on its sales.
- **A situational report:** To discuss a specific topic, such as information from a conference, use a situational report.

- **A yardstick report:** You can use this report to present several solutions as options to a particular situation.

### **Q-18- How to write a formal business report?**

**Ans-18-** The following is a step-by-step guide to creating a professional business report:

1. Plan before you write.
2. Check for an in-house format.
3. Add a title.
4. Write a table of contents.
5. Create a summary or abstract.
6. Include an introduction.
7. Outline your methodology.
8. Present your findings.
9. Finish with a conclusion and recommendations.
10. Add a bibliography and appendices.
11. Proofread.

#### **1. Plan before you write**

Treat the formal business report as you would handle a project. Before you start compiling research and writing down sections, plan exactly what you want to achieve. In doing so, you will have a better chance of creating a report in a clear and simple style.

#### **2. Check for an in-house format**

The company you work for may already have an established format for formal business reports. Check your company handbook or ask the person who wants the report to see if there's a specific format you should use. Using an established format will help your report look more professional.

#### **3. Add a title**

You might get the title of the report with the brief or you may write it yourself. Make sure the title is clear and visible at the beginning of the report. You should also add your name and the names of others who have worked on the report and the date you wrote it.

#### **4. Write a table of contents**

The table of contents page should follow the title and authors. The table of contents page is essential for a formal report that is long and complex. Although this page comes at the start of the report, it should be written last when the report is finished. Write down the section headings exactly as they appear in each section of the report and make sure the page numbers match too.

#### **5. Add a summary or abstract**

The summary summarizes the main points of a formal business report. It can be beneficial for the reader to have this section, but it is not mandatory, especially if your report is short. It is best to ask the person who has requested the business report if they prefer a summary or abstract. Although the summary comes at the beginning of the report, you should write it last, along with the contents page, so that you can include notes from your conclusion and recommendations section.

The summary should tell the reader about your findings and even draw on points from your conclusion. A brief overview of what the reader will find in the report is also important. Your manager may only have time to read the summary of the report, so it must describe the major points found in the report.

## **6. Write an introduction**

This section will detail the reason why you are writing the report. The introduction should address the purpose of the report and background information on the subject you are writing about. Include any definitions and summarize the main argument.

## **7. Outline your methodology**

The methodology section should explain to the reader the research methods you have chosen to create this report, such as using a qualitative method, a quantitative method or a combination of both. It should be a clear justification of why you chose to use certain methods.

## **8. Present your findings**

This section is where you should present the outcome of your research. It is important to present your results logically and succinctly while making sure that you have included enough information to prove that you have researched the matter thoroughly.

One way of making the findings easier to read is by using headings, subheadings and numbered sections to organize everything. You can choose to present your findings in bullet points or with the help of a table. You might also choose to present your findings with illustrations and graphics—such as infographics—but be sure that these graphics are appropriate for the report.

## **9. Finish with a conclusion and recommendations**

In this section, you would present your assessment from the findings, then make recommendations for action. If you add any goals, you should add measurable actions to them. Each goal, method or option suggested should tell the reader how it will affect the organization.

## **10. Add a bibliography and appendices**

Include all of the sources you have used to write the report. These can include periodicals, online articles or books. List the sources in alphabetical order. You can also include all of the material to support the report. These may include questionnaires, maps, notes, summaries, charts, tables, illustrations and others. Label each note, map and other documents with a letter so that you can reference them clearly in the report.

## **12. Proofread**

Once you're finished writing your report, proofread it to make sure it's free of any grammatical or spelling errors, which will make your report more credible. Moreover, be clear and concise when writing. Avoid complex words and slang. It is acceptable to use jargon and technical terms appropriate to the industry you are in, but avoid overusing them. Make sure that the writing flows from one section to another, especially if there was more than one author on the report.

## **Formal business report example**

Here's a sample formal business report that you can review as a guide:

*Report on Staff Turnover in GHS Corporation*

Submitted August 08, 2019

## **Introduction**

*The human resources manager requested this report to examine the high turnover rate of employees at GHS Corporation. The information in this report was gathered by members of the human resources department over three months. The five-member team analyzed administration records and working conditions, as well as interviewed staff. In this report, recommendations are made to minimize the high turnover rate among the staff working at GHS Corporation.*

## **Background**

*GHS Corporation has been operating for 10 years. It employs 200 people, with most of the employees tasked with processing fees for insurance clients. Despite operating in a region with substantial unemployment, the annual turnover has been between 60 to 65% every year.*

## **Findings**

*The most significant issue found by the HR team when interviewing staff was the lack of support to new mothers who require child care services to be able to come to work. Employees mentioned their frustration at not having an in-house child care system that could help them continue working.*

*Another issue mentioned by the staff was the lack of communication between employees and upper management. They expressed their concerns about receiving inconsistent and late instructions. They shared how they didn't know the main business objectives which led them to lose interest in the company and their jobs.*

## **Q-19- Give the Business Letter Format**

### **Ans-19-**

**Date:** Use month, day, year format, e.g., March 3, 20xx or 3 March 20xx

**Sender's Address:** It is a good idea to include sender's email and url, if available. Don't include this information if it's already incorporated into the letterhead design. This will allow customers to find your small business more quickly.

**Inside Address:** Use full name. Mr./Ms. is optional

**Salutation:** Be sure to use a colon at the end of the name, not a comma as in personal letters

**Body Text:** State why you are writing. Establish any connection/mutual relationship up front. Outline the solution, providing proof in the way of examples and expert opinions. Group related information into paragraphs

**Closing "Call to Action":** State what the reader needs to do and what you will do to follow up

**Signature Block:** Sign your letter in blue or black ink

**Enclosures:** Use if you have an enclosure

**Carbon Copy:** Use if you are sending a copy to additional person(s)

**This business letter format illustrates the specific parts of a business letter:**

*Date*

July 20, 20xx

*Sender's Address*

GP & Associates

2053 SW Channing Avenue, Suite 400

Denver, CO 80016

*Inside Address*

Ms Tia Turfingeon

ACTION ITEMS

3400 Onsite Parkway

Denver, CO 80016

*Saluation*

Dear Ms. Turfingeon,

*Body Text:* I understand from our mutual acquaintance, Chad Johnson, that you are looking to retain an

accountant to assist you in the sale of your business. I would welcome the opportunity to show you how GP & Associates was able to help Chad successfully sell his business earlier this year.

As you'll see on our website, my associates and I have extensive experience in financial accounting, internal audits, and tax compliance. For the past several years, we have specialized in business evaluation and transition services for sellers. We enjoy working closely with clients throughout the sale process to ensure a smooth transition. As our clients can attest, our various pre-sale price improvement strategies can significantly optimize a business's sale price.

Should you be thinking of purchasing another business, please note that we also offer business acquisition services. For your convenience, I have enclosed additional information describing GP & Associates full range of services.

*Call to action:* To set up an appointment to discuss your specific needs, please contact me at 303-449-0037. I know how busy you are, so I will give you a call on Tuesday to follow up if I haven't heard from you.

Best Regards,

*Signature Block*

Greg Parker

Enclosures

CC:

### **Q-20-How do you write a memo?**

**Ans-20** - It is best to write in an extremely crisp, to the point, businesslike tone. Memos are often used for internal company communications. You don't want to waste your colleagues' time with niceties or by being overly conversational. Avoid using emotional language—such as, “I would be happy if everyone took turns cleaning the microwave in the break room”—because you might rub people the wrong way. The same goes for writing IN ALL CAPS or using exclamation points, especially if the memorandum is conveying news that may upset people.

It is always better to be straightforward and to share information as quickly as possible.

The memorandum's message should start with a declaration of purpose: "I am writing to inform you...." "The purpose of this memo is to...." Then summarize the information relevant to the matter at hand. You can close the memo with a call to action, repeating the request you made at the beginning of the memo.

Make sure to give the grammar and spelling in the memo a thorough check. You don't want to turn the office into an impromptu middle school English class. Also choose easy-to-read fonts such as Times New Roman or Arial.

**Q-21-What is a memo written for?**

**Ans-21-** While the format of a memo should generally stay the same, the tone and content can change depending on the audience. For example, a memo about organizing a summer picnic for the staff will have a much more cheerful tone than a memorandum informing everyone that the company has to skip raises due to a decrease in business.

Writing a memo is comparable to jumping up on a desk in the office to tell everyone they need to do something, so always write a memo with the assumption that anyone could end up reading it. The subject could range from a reminder to get expense reports turned in by the end of the month, to the need to make a final sales push before the end of the quarter. A memo might also go to an outside group, such as customers, if it's reporting on a routine matter requiring action, such as bill payments coming due.

**Q-22- Give the example of a MEMORANDUM**

**Ans-22**

To: All Staff

From: Tanya Smith, CEO

Date: July 18, 2018

Subject: NewTech Software Issues

It has come to my attention that many employees are having trouble using our recently acquired NewTech sales management software because it currently creates duplicate client entries. Some of you have stopped

using the system altogether. We want this software to help you do your jobs better, not to take up more time. Therefore, it is fine to hold off using it until we resolve the technical issues with NewTech staff.

### **Q-23- Discuss about minutes of meeting**

**Ans-23-** Taking meeting minutes is essential to a meeting: you have your project written with plenty of important details such as: who is responsible for what action, when, how, and so on.

You may or may not be asking yourselves: “What are, and how to take **meeting minutes**?” Meeting minutes can be defined as written or recorded documentation that is used to inform people of what happened during the meeting and define the next step planned. **To write effective meeting minutes** you should include:

- The names of the participants
- Agenda items
- Calendar or due dates
- Actions or tasks
- The main points
- Decisions made by the participants
- Record what is the most important points
- Future decisions
- Documents: images, attached files

**Before the meeting:** you need to prepare the different topics to be addressed during the meeting, noting what you know about them in order to save time and to be able to focus on important topics during the meeting. If not, you might end up on the margins of the meeting being too busy taking notes.

**During the meeting:** meeting minutes are an effective contributor to successful meetings, yet they need to be appropriately written and distributed in time. The main problem with reports is that they take a long time to be written down properly, and that they must be sent quickly after the meetings to let everyone know their next projects or actions.

**After the meeting:** type out your notes in a logical manner and not chronologically. It needs to be organized to be sent out to your colleagues. Also, adding a short summary organized per person and per project at the end of the minutes helps your colleagues quickly glance at the minutes and spot the actions they need to realize within seconds.

## **Q-24- What is a resume, and why do you need one when you are job searching?**

**Ans-24-** A resume is a written compilation of your education, work experience, credentials, and accomplishments. Most professional positions require applicants to submit a resume and cover letter as part of the application process.

In many cases, your resume is the first document a hiring manager will look at when reviewing your application, and therefore is a true “first impression.” Accordingly, it’s important to put time and effort into developing and maintaining an updated, accurate resume.

Whether you are writing your first resume, or you haven’t updated yours in a while and it needs refreshing, here is a step-by-step guide to writing a resume that will help you get the job you want.

### **Review the Purpose of a Resume**

Think of a resume as “self-advertisement” that sums up your experience on one page. Your resume is one of the most important pieces of your job application. It gives the hiring manager an overview of the qualifications you have for the job for which you’re applying.

You should also familiarize yourself with the difference between a resume and a cover letter:

- A resume is typically sent with a cover letter, which is a document that provides additional information on your skills and experience in letter form.
- A resume is a concise, often bulleted summary, while a cover letter highlights and expands on certain traits or accomplishments that would be unique or ideal assets for the particular job.

An effective resume lays out a summary of qualifications that will push the hiring manager or employer to move forward and invite you to interview for the position.

As well as details on skills, education, and work history, resumes can also have optional sections, such as an objective, summary statement, skills, or career highlights. Those sections can be added after you’ve compiled all the factual information you need to list on your resume.

For many people, it can be helpful to sit down with a pen and paper, or a blank Word document, and jot down their work history from start to finish. Of course, if you have been in the workforce for many years, this is not going to be time-efficient, so you may choose to focus on your most prominent and relevant positions.

### **Make a List of Your Work Experience**

No matter your approach, your goal will be to produce a chronological list of experience that is relevant to the jobs you’re applying to. Although this should focus on professional work experience, you can also include awards or accolades, volunteer or community experience, post-grad coursework, and skills, as well as your college education, which can move to the bottom of your resume once you get your first job after college.

When you’re working on your brain dump, make sure to include the name of the company, its location, dates of employment, and several bullet points describing your role and responsibilities for each position you list. Although you may need to expand on the bullet points later on, you’ll need this information at the minimum.

## Focus on Your Achievements

When writing the descriptions for the jobs you've held, focus on what you accomplished in each position rather than what you did. Listing quantifiable achievements in a numerical manner (increased sales 20%, reduced expenses by 10%, for example) will help your resume stand out.

Be sure to match those accomplishments to the criteria the employer is seeking in the job posting.

If it's challenging (and it can be!) to write resume descriptions that will catch the attention of the hiring manager, review these tips for how to make your resume employment history sound better – and get you picked for an interview.

## What to Leave Off Your Resume

There are some things that don't belong on a resume for a job. What you exclude is just as important as what you include. Ideally, your resume should reflect experience that is relevant to the job you are applying to, and typically no more than ten to fifteen years in the past. Since your resume should, if possible, be no longer than one or two pages, you may need to nix certain items.

For example, if you took a job and only stayed there for a month or so, you wouldn't want to include that position. If you've been out of college for more than five years, it's generally best to remove any internships you've had, assuming you have other professional work experience to fill the gap.

However, this is a case where you'll want to use your common sense. If you went to college for marketing and had a marketing internship your senior year, then worked as a server for the next several years, you would want to include your marketing internship.

Ultimately, you want to try to strike a balance between including experience that is both timely and relevant.

## Choose a Resume Style

There are several basic types of resumes used to apply for job openings. Before you spend time writing up all the details around each position you've had, you should decide what style of resume to use, as that can affect how you describe, organize, and list your experience, education, skills, qualifications, and other credentials for employment.

### Your options include:

- Chronological - The most common resume type, in which you list your work experience in reverse chronological order, from the most to the least recent.
- Functional – A functional resume focuses on your skills and abilities rather than your work history.
- Combination – This type of resume lists your skills and experience before your employment history.

## Format Your Resume

Once you have written and organized your information according to the type of resume you have chosen, be sure to format it according to typical professional standards. You should use consistent spacing throughout, and evenly sized margins on all sides if possible. It's generally best to stick to your word processor's default settings, but in some cases, if you shrink the margins on the left, right, top and bottom, this can help buy more space to fit your resume on one page.

Although visual or infographic resumes have become trendy in some industries, it is always a safe bet to stick with traditional formatting: white page, black text, readable font. Choose a basic font such as Arial, Times New Roman, Calibri, Helvetica, or Georgia. Ideally, your font size should be no larger than 12 and no smaller than 10.5.

Even if you are only sending in copies digitally, it is a good idea to print your resume (as it's possible that hiring managers may be doing so) to be sure it prints on a single page, and is easy to read in printed form. Reading over a printed copy of your resume will also help you ensure that there is plenty of white space on the page and it looks professional.

## Proofread, Proofread, and Proofread Again

Not even professional proofreaders can easily proofread their own work. Once you've made a typo, it's hard to catch it yourself. For that reason, it's a good idea to have one or two trusted friends take a look at your resume before you send it in for consideration. Use this resume proofreading checklist first, then ask someone else to give it a final review to be sure it's perfect before you click send or upload to apply for a job.

### **Q-25-What is a job application letter?**

**Ans-25** -An application letter is a standalone document you submit to a potential employer to express your interest in an open position. The job application letter explains who you are as a professional and an individual. The letter should highlight your achievements and skills, helping to get the attention of the hiring manager or recruiter responsible for reviewing applications. When written well, this letter explains to the reader why they should ask you in for an interview and highlights the key qualifications that make you a fit for the role.

A job application letter can impress a potential employer and set you apart from other applicants. In your letter, you may also want to show your familiarity with the company to which you're applying. You can talk about how your professional goals and aspirations align with the company's goals. It's important to use your job application letter to showcase aspects of your personality.

### **Q-26- How to write an application letter?**

**Ans-26-** When writing an application letter for a job, follow these steps to make sure you include information about yourself and your professional experience that will appeal to a hiring manager:

1. Review information about the company and position
2. Use a professional format
3. Create the heading

4. Address the letter to the hiring manager
5. Open the letter by describing your interest
6. Outline your experience and qualifications
7. Include aspects of your personality
8. Express appreciation
9. Close the letter

### **1. Review information about the company and position**

It's best to write a new application letter for each position you're applying for, so you can include pertinent details and show your interest in the particular open role. Spend some time reviewing the company information, which you can likely find on the website, as well as the position listing. Compare your qualifications and experience with the list of skills in that posting. You may also want to think about specific experiences that have prepared you for the role, such as leading a team or managing a major event.

### **2. Use a professional format**

A job application letter should be more professional than a thank-you card or an email to a coworker or friend. The alignment of the document should include single spacing, one-inch margins and left alignment. It's best to use a professional and traditional font, such as Times New Roman, in a size from 10 to 12 points. Try to keep your job application letter to one page. When a hiring manager reviews your job application letter, they will get their first impression of you as a potential employee, so take time to format it professionally and keep it concise.

### **3. Create the heading**

Use a formal business heading for your job application letter. The heading should include your name and contact information, the date and the company name and address. If you send your job application letter via email, you can eliminate your name and contact information from the header and put it at the bottom of the email after the signature instead.

Example header:

Your name  
Your physical address  
Your phone number  
Your email address

Date

Name of hiring manager or supervisor  
Title of hiring manager or supervisor  
Company name  
Company physical address

By including a professional and detailed heading, you can make it easier for the hiring manager to follow up with you regarding the position.

#### 4. Address the letter to the hiring manager

In your research, try to find the name of the person reviewing applications for the job. Address your letter to this person with a common business greeting, such as “Dear Mr./Ms.” and their last name. If you’re not sure of the name or gender of the individual reviewing your application, you can use the generic “To Whom It May Concern” or “Dear Hiring Manager.”

#### 5. Open the letter by describing your interest

In the first paragraph of your letter, mention the job title for which you’re applying and where you saw the position posting. Include your interest in the role and briefly state the main experience or qualification you have that makes you a good fit. This is the section that will draw in the hiring manager as the reader of your application letter, so it is important to appeal to that person quickly and succinctly.

**Example:** *“I saw the posting for the Marketing Intern role on my university’s online job board and I am very interested in the role. I am in my final year of earning my bachelor’s degree in marketing with a minor in communications, so I feel my educational experience has prepared me to work in a fast-paced marketing department like the one within your organization.”*

#### 6. Outline your experience and qualifications

The next few paragraphs of your letter should highlight your experience, qualifications and skills, positioned in a way that aligns with the company’s goals and mission. For example, if you are applying for a job with a non-profit organization that provides educational opportunities to underserved community members, you could talk about your experience with non-profit organizations or educational offerings. Since a job application letter should stand on its own without a resume, it’s helpful to include details about your experience that relate to the position to which you’re applying.

#### 7. Include aspects of your personality

As you’re writing your job application letter, consider how you can incorporate aspects of your personality. A friendly and engaging letter is likely to appeal to the reader, especially when they can get an idea of how well you might fit with the team.

For example, in the situation mentioned above, explain in your letter you are good at connecting with children or how you value community spirit.

#### 8. Express appreciation

Before you sign off on your letter, express your appreciation to the hiring manager for reviewing your letter and considering you for the position. The hiring manager is taking time out of their day to read what you have written, so expressing your gratitude for that time spent is a polite and professional way to close the document.

**Example:** *“I appreciate the time you have taken to review my application letter. Since you likely received a number of applications and letters for this open position, I am extremely grateful for the time you have spent reading about me and what would make me a good fit for this role.”*

#### 9. Close the letter

Many people use “Sincerely” or “Best” to close the letter, although any professional sign-off is fine to include. The final line of the letter should be your full name. If you submit a hard copy of the letter, include your

signature above your typed name. When submitting an application letter via email, you should include your contact information beneath your name, rather than including it in the header.

### **Sending a job application letter**

The format of your job application letter will depend on how you are sending it to the hiring manager or supervisor. If you plan to email the application letter, the formatting will differ from a printed, mailed letter. Your contact information should be at the bottom of an email, beneath your typed full name.

When emailing a job application letter, it is also important to consider what subject line to use to make sure the hiring manager opens the email and reads your letter. When scanning their inbox, the hiring manager will see the subject line you included first, along with your name and email address. The decision to read or delete an email ultimately depends on what subject line you choose, which means it is your chance to make a first impression.

The best subject lines are professional, polite, relevant and concise. When sending a job application email, it is important to include the title of the job into which you are inquiring or for which you are applying. Making your subject line specific also helps the reader categorize the email properly and respond accordingly. Review your subject line to make sure it is free of any errors.

### **Q-27- Give some Job application tips**

**Ans-27-** When preparing a job application letter, follow these tips to make sure your letter includes the information a hiring manager needs.

1. **Emphasize your skills and abilities.** An application letter is your opportunity to sell yourself as an excellent candidate for the open position. Include specific examples of situations in which you applied your experience, abilities and skills to benefit the organization. It is also helpful to include data that supports your claims.
2. **Stay concise.** Although it may be tempting to include a lot of detailed information about yourself, it is important to be concise. If a hiring manager receives a letter that is multiple pages, they may not take the time to read it. A brief letter is more manageable and appealing.
3. **Proofread the letter.** Since this letter is serving as your first impression, you want to make sure it is as positive as possible. Make sure your letter does not have any grammatical or spelling errors to avoid a potentially negative first impression.
4. **Review the job listing keywords.** Most job postings will include certain skills and abilities that the hiring manager and supervisor want applicants to possess. Including these keywords in your application letter helps to show the person reviewing it you would be a good fit in that specific role.
5. **Send a letter for every position to which you apply.** Unless a job posting specifically states not to send an application letter, it is smart to send one for each job to which you apply. This letter offers the opportunity for a potential employer to learn more about you and gives you the chance to set yourself apart from other applicants.

### **Q-28- Give the format of job application letter .**

**Ans-28-** Consider the following template when planning your job application letter:

Your name  
Your address  
Your email address  
Your phone number

Date

Name of hiring manager or supervisor

Title of hiring manager or supervisor

Company name

Company address

Salutation [Dear Mr./Ms.],

Outline where you saw the job posting and express your interest in working in this role.

Discuss some of your qualifications that would make you a good fit for the job.

Describe your past experience in a way that emphasizes your personality and skills, while also showcasing how you align with the goals of the company.

Express your appreciation to the hiring manager for reviewing your letter. Include any follow-up information, if applicable.

Closing [Sincerely,

Your

Your name (printed)

Best]  
signature

**Q-29- Give the example of a Job application letter.**

**Ans-29-**

*Lee Jimenez  
483 Apple Street  
New York, NY 10001  
(212) 555-8965  
Lee.jones@email.com*

*September 15, 2019*

*Sarah Jenkins  
Recruiter  
Rogers Consulting  
901 Main Street  
New York, NY 10001*

*Dear Ms. Jenkins,*

*I am reaching out to you regarding the posting for the human resources consultant position I found on Indeed.com. I have a great interest in this position and would appreciate your consideration as a candidate for the role.*

*In my previous experience, I worked in human resources departments to provide support across several different industries. I have worked in my current role as a human resources generalist for the past four years.*

*Prior to this job, I worked as a human resources assistant for two years, which shows my ability to advance in my career.*

*I have a strong passion for helping others, which is why I have found such fulfillment in human resources, providing support to my fellow employees and assisting them in ways that benefit them both personally and professionally. I also enjoy looking for solutions to common HR problems, which I feel would be a great asset in the position with your company. Since this consultant position works directly with multiple clients, assisting them in their human resources needs, I believe my innovative nature and strong skill set will help me succeed.*

*I have strong communication skills, which are vital to success in the HR field. I also have a bachelor's degree in human resources from Arizona State University. Throughout my education, I worked with skilled human resources professionals who have shared their insights and experience with me. Some of my strongest skills include my ability to increase employee retention through the improvement of company culture and to develop training and education programs to ensure all employees have access to the information they need to succeed and comply with legal requirements.*

*I appreciate your time in reviewing this letter and hope to hear from you in regard to the next steps in the hiring process. If you have any questions or need any additional information, please don't hesitate to contact me.*

*Sincerely,  
Lee Jimenez*

### **Q-30 – Discuss about the Presentation Outline**

#### **Ans-30-**

##### **Step 1: Decide on the Goal**

The first step in creating the outline is to decide on the goal of your presentation. What is it that you want the audience to know, do, understand, agree to, approve, etc. at the end of the presentation? Make sure your goal is specific and achievable in the timeframe and situation you have been given.

##### **Step 2: Analyze the audience**

Next, analyze your audience to determine what the starting point is. What do they already know about your topic? What are they expecting to hear? What concerns or objections do they have? How much do they trust you? Look at all aspects of the audience to determine where you need to start with your message.

##### **Step 3: Plan your content**

Once you have the goal and audience analysis done, you can then start to plan your content. I suggest you think about three levels in your outline. The highest level consists of the topics you want to cover, usually three to five topics are all you can cover in most presentations. Break each topic down into the points you need to make for that topic. Then decide on what supporting information you will use to back up or prove each point.

### **Q-31- What is an interview?**

**Ans-31-**An **interview** is essentially a structured conversation where one participant asks questions, and the other provides answers. In common parlance, the word "interview" refers to a one-on-one conversation between an *interviewer* and an *interviewee*. The interviewer asks questions to which the interviewee responds, usually so information is offered by the interviewee to interviewer -- and that information may be used or provided to other audiences, whether in real time or later. This feature is common to many types of interviews -- a job interview or interview with a witness to an event may have no other audience present at the time, but the answers will be later provided to others in the employment or investigative process.

An interview may also transfer "information" or answers in both directions.

Interviews usually take place face-to-face and in person. In some, the parties are separated geographically, connecting by methods such as videoconferencing or telephone interviews. Interviews almost always involve spoken conversation between two or more parties. In some instances a "conversation" can happen between two persons who type their questions and answers.

Interviews can be unstructured, free-wheeling and open-ended conversations without predetermined plan or prearranged questions, or highly structured conversations in which specific questions occur in a specified order. They can follow diverse formats; for example, in a ladder interview, a respondent's answers typically guide subsequent interviews, with the object being to explore a respondent's subconscious motives. Typically the interviewer has some way of recording the information that is gleaned from the interviewee, often by keeping notes with a pencil and paper, or with a video or audio recorder. Interviews usually have a limited duration, with a beginning and an ending.

The traditional two-person interview format, sometimes called a one-on-one interview, permits direct questions and follow ups, which enables an interviewer to better gauge the accuracy and relevance of responses. It is a flexible arrangement in the sense that subsequent questions can be tailored to clarify earlier answers. Further, it eliminates possible distortion due to other parties being present.

Face to face interviewing helps both parties to interact and form a connection, and understand the other. Further, face to face interview sessions can be more enjoyable.

### **Q-32- Give some tips for preparing for an interview**

**Ans-32-** Preparing for an interview primarily means taking time to thoughtfully consider your goals and qualifications relative to the position and employer. To accomplish this, you should perform research on the company and carefully review the job description to understand why you would be a good fit. Let's look at the steps to preparing for an interview.

#### **1. Carefully examine the job description**

During your prep work, you should use the employer's posted job description as a guide. The job description is a list of the qualifications, qualities and background the employer is looking for in an ideal candidate. The more you can align yourself with these details, the more the employer will be able to see that you are qualified. The job description may also give you ideas about questions the employer may ask throughout the interview.

#### **2. Consider why you are interviewing and your qualifications**

Before your interview, you should have a good understanding of why you want the job and why you're qualified. You should be prepared to explain your interest in the opportunity and why you're the best person for the role.

#### **3. Perform research on the company and role**

Researching the company you're applying to is an important part of preparing for an interview. Not only will it help provide context for your interview conversations, but it will also help you when preparing thoughtful questions for your interviewers.

- **Research the product or service**

Even if the role isn't directly related to the company's product or service, you're still looking to be part of the team. It's important to learn all you can about the product or service the company produces and promotes. You don't necessarily need to understand each and every detail, especially if it's a technical

product, and you're interviewing for a non-technical position, but you should have a basic understanding of the main products or services the company offers.

If possible, request a sample of the product to familiarize yourself with the customer's perspective. The more you can tell them about the product from both a company and customer standpoint, the better you'll perform in your interview.

- **Research the role**

It's important to read the job description carefully and make sure that you understand all the requirements and responsibilities that go along with it. This will not only prepare you with thoughtful, targeted questions about the position during the interview, but it will ensure that you're truly qualified and prepared to tackle the responsibilities if you get the job.

If possible, research similar positions and read reviews from individuals in those positions, so you can get an idea of what the day-to-day activities will be. During the interview, ask for clarification or details about the role, so you can be sure you're ready should you receive a job offer. Researching the role before an interview will also help you to decide whether or not the position is right for you.

- **Research the company culture**

Modern companies usually have social media accounts and blogs that discuss their company culture and industry. This information can give you an impression of the tone and personality of the company, as well as what they value. No matter how good a job seems, it's important that you fit within the company culture and share a similar personality and values.

If you have questions about the workplace environment, culture, personality or values, be sure to ask during the interview. These questions can range from the software and tools used by the company, to their policies on vacation and sick time. Remember that the interview is just as much about you finding a good fit for your own work environment as it is about the company finding a good fit for the role. Knowing that your values align with the company ensures a happy professional life. This is also the perfect opportunity to find out more about the company and show the interviewer how you'll fit.

#### **4. Consider your answers to common interview questions**

While you won't be able to predict every question you'll be asked in an interview, there are a few common questions you can plan answers for. You might also consider developing an elevator pitch that quickly describes who you are, what you do and what you want.

There are some jobs that may involve a test or evaluation during the interview process. For example, if you are interviewing for a computer programming, development or analytics role, you might also be asked to write or evaluate lines of code. It might be helpful to consult with colleagues in the industry for examples of tests they've been given to prepare.

#### **Q-33- Write few common interview questions.**

**Ans-33-** Here are a few examples of common interview questions:

- **Why do you want to work here?**

The best way to prepare for this question is to learn about the products, services, mission, history and culture of the company. In your answer, mention the aspects of the company that appeal to you and align with your career goals.

**Example:** *“I’d love the opportunity to work with a company that’s making a difference. Finding a company with a positive work environment and values that align with my own has remained a priority throughout my job search, and this company ranks at the top of the list.”*

- **What interests you about this role?**

Employers ask this question to make sure you understand the role, and to give you the opportunity to highlight your relevant skills. It can be helpful to compare the role requirements against your skills and experience. Choose a few things you particularly enjoy or excel at, and focus on those in your answer.

**Example:** *“I’ve been passionate about user experience design for most of my professional career. I was excited to see this company uses Adobe products because I’m well-versed in the entire suite. Also, I’m a huge advocate for applying agile workflows to design. I think it’s the most effective way to tackle large projects. I was able to successfully build and launch an agile process in my previous role as UX manager, and we saw considerable improvements in project speed.”*

- **What are your greatest strengths?**

This question gives you an opportunity to talk about both your technical and soft skills. When an interviewer asks you to describe your strengths, share qualities and personal attributes and then relate them back to the role for which you’re interviewing.

**Example:** *“I’m a natural problem-solver. I find it rewarding to dig deep and uncover solutions to challenges—it’s like solving a puzzle. It’s something I’ve always excelled at, and something I enjoy. Much of product development is about finding innovative solutions to challenging issues, which is what drew me to this career path in the first place.”*

In addition to these, you should also take steps to prepare answers to **behavioral interview questions**.

## **5. Practice your speaking voice and body language**

It’s important to make a positive and lasting impression during the interview process. You can do this by practicing a confident, strong speaking voice and friendly, open body language. While these might come naturally to you, you might also want to spend time performing them with trusted friends or family or in front of a mirror. Pay special attention to your smile, handshake and stride.

## **6. Prepare several thoughtful questions for the interviewer(s)**

Many employers feel confident about candidates who ask thoughtful questions about the company and the position. You should take time before the interview to prepare several questions for your interviewer(s) that show you’ve researched the company and are well-versed about the position. Some examples of questions you could ask include:

- *What does a typical day look like for a person in this position?*
- *Why do you enjoy working here?*
- *What qualities do your most successful employees have?*
- *I’ve really enjoyed learning more about this opportunity. What are the next steps in the hiring process?*

## 7. Conduct mock interviews

Just like public speaking, practicing interviews is the best way to relieve anxiety and improve your confidence. Practice may be tedious, but repeatedly experiencing the interview process will make you more comfortable and help you give the right impression.

If you have friends or family to help, conduct mock interviews as much as you can. If you don't have another person, practice your questions and answers out loud. You may find that an answer sounds awkward or doesn't convey what you wish when it's spoken, so this gives you an opportunity to refine your answers and commit them to memory. The more you repeat your interview, the more confident you'll be during the real thing.

## 8. Print hard copies of your resume

Most employers ask for digital copies of your resume with the application, but they may not have easy access to it during the interview itself. Having copies to present to multiple interviewers shows that you're prepared and organized. You should have at least three copies to provide for multiple interviewers, plus one for yourself to follow along.

During your preparation, read over your resume and rehearse explanations for any gaps that may appear or other oddities. For example, you may have taken time off work to care for a child or family member, switched careers or had other legitimate reasons for employment gaps. These can be a concern for employers, so it's best to prepare your explanation to show them that you're not a risk.

You may also encounter questions about your resume that are awkward. It's important to be honest but diplomatic in addressing them. For example, you may have left a job because of your supervisor or manager, or policies that you didn't agree with, but you don't want to speak negatively about a former employer. Consider these possible questions and prepare your answers in advance, so you don't accidentally say something you'll regret.

Like the rest of the interview, it's best to prepare for these questions by writing notes and rehearsing your answers out loud multiple times prior to the interview.

## 9. Prepare your travel arrangements

Job interviews tend to be stressful for most people for many reasons, but getting to the interview can be a challenge in itself. If your interview is in an unfamiliar area or even an entirely new city, it can be a source of anxiety to find your way around and make sure that you show up on time.

To avoid becoming too anxious for your commute, prepare yourself to ensure everything goes smoothly on the day of the meeting. Here's how:

- **Leave early:** This may seem obvious, but it's better to leave with plenty of time to get to your interview, even if it means arriving way too early. Even if you leave yourself a few extra minutes to get there, small obstacles can be enough to make you late, such as heavy traffic, accidents, no parking or trouble finding the building. If you arrive too early, just use the time to go over your notes and mentally prepare for your interview.
- **Save the interview contact information:** Even with plenty of time for your commute, sometimes situations out of your control can still cause you to be late. If something happens and you know you'll be a little late, call your interview coordinator and make them aware of the situation. Most people are empathetic to these situations and understand that some things just can't be helped, especially if you're

letting them know in advance and have a reasonable explanation. In this situation, the worst thing you could do is show up late without any notice and try to explain yourself.

- **Search the location in advance:** Most interviews are scheduled days or weeks in advance, so you have time to research the location. If your interview is close enough, you can take a day to go to the location and check out the parking, take note of the traffic and find the suite or office where your interview will be. If you're anxious about parking or any other aspect of the location, contact your interviewer to ask them for more information.

## 10. Sell yourself

One of the biggest challenges in an interview is selling yourself. Most people are uncomfortable with this idea, but presenting yourself accurately and positively doesn't have to feel like a sale. The truth is that you do have professional skills and experiences that may set you apart from other applicants, so it's acceptable and expected for you to acknowledge them to your potential employer.

## 11. Get ready to follow up after the interview

After your interview, you should prepare to follow up with the employer. Doing so reminds the employer of your conversation, shows them you are genuinely interested in the position and gives you the opportunity to bring up points you forgot to mention.

Here are a few steps you can follow when crafting a follow-up note:

- **In the first paragraph,** mention the specific job title and thank your interviewer.
- **In the second paragraph,** note the company's name as well as a conversation point and/or goal that seemed especially important to the person you spoke with. Connect that point to your experience and interests.
- **In the final paragraph,** invite them to ask you any additional questions and close by saying you're looking forward to hearing back.

## Q-34- Types of Interview Questions and How to Answer Them

**Ans-34-** During a job interview, you might encounter different types of questions designed to gather certain information. Interview questions determine your qualifications and experience in addition to assessing your personality and work style. Understanding why hiring managers ask certain questions can help you prepare your answers before the interview. In this article, we look at five types of interview questions and provide advice on how to answer them.

### Questions that assess personality

Employers ask these types of interview questions to get to learn more about who the candidate is as a person and an employee. These may include questions that measure whether the candidate is right for the job or if they are a match for company culture.

- Tell me about yourself.
- How will your strengths add to the role?
- What are your greatest strengths and weaknesses?
- How would you describe yourself?
- What are you passionate about?

- Have you ever changed someone's opinion?
- Tell me about a time you reversed a negative situation.
- Why do you want to work for this company?
- Why are you right for this job?
- What challenges are you looking for in this position?

### **Questions that demonstrate abilities**

Interviewers ask these questions to determine if the applicant's abilities match those required by the position. Questions range from listing skills to providing examples of how skills are used.

- What skills do you bring to this job?
- What experience do you bring to the position?
- How long were you at your last position?
- What was most rewarding about your last job?
- What did you like or dislike about your previous job?
- What were your responsibilities in your last position?
- What was your biggest accomplishment?
- What were your starting and finishing salaries?
- Which systems/software/programs/apps are you familiar with?
- What does an ideal job mean to you?

### **Questions that determine qualifications**

These questions are looking for the details of why the candidate is right for the position. The questions may assess credentials as well as how the candidate might have handled job-related situations in the past.

- What training have you had?
- What is the highest level of education you've completed?
- What certifications do you hold?
- How will your experience benefit this company?
- Explain how you produced results in your last job.
- Explain how you found a creative solution to a problem.
- Explain how you reduced costs at a previous job.
- What makes you different from the competition?
- What steps do you take to avoid errors?
- You are tasked with improving communication, how would you do it?

### **Questions that predict behavior**

Employers ask these questions to get an idea of how applicants have approached job challenges or duties. Employers may ask for specific examples that tell a story of how situations were handled, how conflicts were resolved or how goals were met.

- How do you handle a challenge?
- Have you ever made a risky decision?
- Provide an example of a goal you reached and how you achieved it.
- Provide an example of when a goal wasn't met and how you handled it.
- How do you set priorities?
- How have you handled difficulties with coworkers?
- What do you do if you have a problem with a coworker?

- How do you handle deadlines?
- Tell me how you work under pressure.
- Do you ever postpone making decisions? Why?

### Questions that demonstrate knowledge

These questions may be industry-focused to better determine how well the candidate knows the company. Employers measure understanding of how the company works and how the candidate envisions their role in its mechanisms.

- What do you think is the biggest issue our industry faces today?
- If you were to supervise a department, what is the first thing you would do?
- If you were the hiring manager, what qualities would you look for in a candidate?
- If you could start a company like ours, what are the first steps you would take?
- If you had a generous budget, how would you allocate funds?
- If you could choose someone from the industry as our mentor, who would it be?
- Imagine this industry in five years. How will it look?
- What does your future look like in this industry?
- What could your last company do to be more successful?
- What tools do you use to complete tasks or delegate responsibilities?

### Interview questions by type with sample answers

Here are a few common questions along with sample answers to guide you. Interviewers are interested in the content of your answer as well as your ability to provide engaging and complete responses. Researching the company and practicing your answers can help you prepare for the interview.

- Tell me about yourself.
- What experience do you bring to this position?
- What makes you different from the competition?
- How have you handled difficulties with coworkers?
- Imagine this industry in five years. How will it look?

### Tell me about yourself.

Interviewers ask this question to better understand your personality, work ethic and work style. While it's fine to mention related hobbies or interests, focus your answer on how you fit the role.

**Example:** *"I have been an avid hiker for years, and my previous jobs were in retail sporting goods stores and as a trail guide over the summer. I think I'd be a great fit as a marketing assistant because I understand sporting goods from both consumer and seller points of view."*

### What experience do you bring to the position?

Employers ask this question to learn how you have accumulated skills and abilities that fit the position or that may not be listed on your resume. Keep your answers relative to the role and discuss how your training or hard skills can help the company improve or earn greater success.

**Example:** *"I have 10 years of experience in personal finance management, and I have assisted many repeat clients to decide on investments and grow their portfolios. As a financial analyst, I routinely consult data charts and economic trends to advise clients on making sound financial decisions. I have also supervised*

*other analysts and provided training so they could effectively help clients meet education or retirement goals. As a financial consultant for your firm, my experience can guide the company and build client trust."*

### **What makes you different from the competition?**

Employers ask qualification questions to determine if you meet the requirements of the job. Employers want to know more about your education and training, how your skills are relevant to the job and why they should hire you. Provide an answer that highlights any unique strengths you have that could help you stand out from other candidates.

**Example:** *"I have always been an achiever and strive to learn and grow in my field. After I earned my associate degree in nursing, I sought additional training through certification, and I plan to earn my bachelor's degree within the next four years. I also studied human behavior and social services to be a compassionate advocate for disadvantaged youth."*

### **How have you handled difficulties with coworkers?**

Interviewers ask behavioral questions to assess soft skills, such as interpersonal, problem-solving or time management. This question might require an extensive answer that explains a particular situation and how it was resolved.

When the interviewer asks a question that requires you to relate a story, remember the STAR method to help you provide a detailed answer.

- **Situation:** Describe the situation and the people involved.
- **Task:** Explain the tasks or responsibilities.
- **Action:** Describe the actions you took.
- **Result:** Explain how the action produced the result.

**Example:** *"I was the team leader for an important project that involved four other team members. One of the team members had trouble meeting deadlines and was delaying the next steps because we had to complete their tasks. As the team leader, I called a meeting to discuss the obstacles that we encountered and to reassess task delegation."*

*The team member who was missing deadlines explained a personal situation that was distracting from their performance. I decided to give them some time off and reassign some of their tasks. I worked closely with them to meet upcoming deadlines, and we were able to finish the project on time and under budget."*

### **Imagine this industry in five years. How will it look?**

Interviewers ask questions that relate to the job industry to assess how knowledgeable you are on changes or how you envision the future of your role. Take some time to reflect on your answer and keep it thoughtful and concise.

**Example:** *"The IT industry is growing so quickly, it's hard to imagine how it will be in the future. If present advancements are an indicator, within the next five years, I expect the development of AI to surpass our current expectations."*

### **Q-35- Write few tips to prepare for an interview.**

**Ans-35-** Here are some tips you can try to prepare for your next interview:

- **Do your research:** Take steps to prepare for the interview by reviewing the job description and researching the company. Prove to the interviewer that you have industry knowledge, understand the company's mission and highlight the skills and experience that match the job requirements.
- **Rehearse your answers:** For most interview questions, you can prepare your answers ahead of time. Study interview questions and have a general idea of how you will answer. Focus on the information you want the interviewer to have.
- **Take your time:** After you've been asked a question, take a moment to think about your answer. Listen closely to the question to determine whether it seeks a personal, behavioral, abilities, knowledge or qualification answer.

### **Q-36- What is an onsite interview?**

**Ans-36-** An onsite interview is essentially what it sounds like, it is when an employee has decided that they would like for you to come to their offices and interview further. Most commonly, this will happen after you've made it past the first rounds of interviews, which usually take place by phone. If you have been invited to this round of interviews, consider it "the second round." And also consider it a very good sign that the employer has intentions on potentially hiring you.

Since your onsite interview is one that is going to happen face-to-face, it's important that you take the following steps to get prepared to do so. Some of the steps are more obvious than others. You want to be presentable, prepared and ready to have co-worker chemistry. But first, let's answer why companies have onsite interviews.

### **Q-37- Why do they have onsite interviews?**

**Ans-37-** This is most obvious, but it's because they want to meet you! This is a good sign. But there are some simple things that let them know you are ready for the job. For instance, they want to know that you can make it to their office. Meaning that you are being honest about your current living situation. They want to see that you can be presentable in the workplace and can conduct yourself professionally. And then they generally want to see if you could get along with your other coworkers by having some face-to-face time with them as well.

There are some other additional benefits to having the onsite interview for the employer. They can walk you around the facilities, show you where you might be working, show you some of the employee benefits that they have. And get you prepared for what your future work-life might look like. This makes the process a little more personal and ensures that both you and the employer are generally interested in moving forward.

### **Q-38- What should you prepare for at the onsite interview?**

**Ans-38-** In order to really ace your onsite interview, you should come prepared to the interview much as you might have for the phone interview. You'll want to follow these steps:

- Prepare yourself by looking into the company some more

- Prepare for interview questions which could relate to the roles those employee's who are meeting with you, may have
- Come to the onsite interview dressed professionally
- Bring your resume, notebook, pen, and anything else that may help you be most equipped for the interview
- Ensure you are prepared in advance by routing your travel (especially if you are taking public transit)

### **Q-39 – What are the possible questions to ask during the onsite interview?**

**Ans-39-** If you're looking for some questions to ask during your onsite interview, stick to questions that are related to the company or questions that are related to the job function itself. Here are some questions to get you started.

- Why did the previous colleague leave the position?
- What's the culture like here?
- What advice would you give someone on their first day?
- Has anyone in this position moved onto a higher up position?
- How is success measured in this position?

### **Q-40- What is a mock interview?**

**Ans-40-** A mock interview is a practice interview that allows the interviewee to create effective responses, work on nonverbal communication skills and become familiar with interview settings. A mock interview can recreate any interview environment, such as in-person, phone or group interviews.

Anyone can be your mock interviewer, as long as they have a list of related questions and can provide helpful feedback. However, a career counselor or professional in your field would be the best option for a mock interview. You can also use a family member or friend, as long as they can offer honest advice.

### **Q-41- What are the benefits of mock interviews?**

**Ans-41-** When you participate in mock interviews, you can practice different responses to the same questions to find the best answer. Instead of choosing and memorizing one answer, you can feel comfortable responding with highlights that best fit the question and setting. Your answer will also sound less rehearsed and have a conversational tone.

Attending mock interviews may reduce the nervousness you experience during this part of the job search process. By recreating the environment, you become familiar with the setting and types of questions you'll encounter.

### **Q-42- How to prepare for a mock interview?**

**Ans-42 -** You can prepare for your mock interview by following eight steps:

## 1. Dress appropriately

Your appearance is an important part of the interview since professional attire can positively influence the hiring manager. For in-person and video interviews, dress as if you're going to the real thing. Your mock interviewer should evaluate your professional dress as part of the testing process so you can receive feedback about how you present yourself.

## 2. Mimic the interview setting

Feeling comfortable in an interview setting allows you to maintain your focus on your responses and interactions with the interviewer. Aim to create an interview setting that is as close to the real environment as possible to become familiar with your surroundings.

For an in-person interview, try to mimic a space with a desk or table in between you and the interviewer. You should be able to put your resume or portfolio on the table just as you would in a real interview.

If you're preparing for a phone interview, choose a quiet place with good reception. Make sure your battery is full if you're using a cell phone. Since a recruiter will call you, have your mock interviewer reach you at a designated time.

## 3. Choose the right interviewer

Ideally, your interviewer should be able to ask you a variety of questions related to the role and industry, and provide specific feedback on your responses. You can check with your local career center to see if they offer mock interviews in your field or you may prefer to use a mentor or colleague as your mock interviewer.

## 4. Bring your resume and other necessary materials

Just as you would for a real interview, bring copies of your resume, portfolio and any other necessary information that your interviewer might need. Your mock interviewer should be able to provide feedback on these materials so you can make adjustments to what you bring to the actual interview.

## 5. Take your time answering questions

A mock interview allows you to carefully consider questions and form thoughtful responses that relate to your qualifications and skills. Try to use the STAR method for as many answers as you can to give the interviewer real examples of your abilities. When you use the STAR method, you provide a response that includes these elements for your responses:

- **Situation:** Explain the context for what was happening at the time you are discussing.
- **Task:** Explain your role in the situation.
- **Action:** Describe your actions in detail.
- **Result:** Explain the results of your actions, making sure to use concrete numbers whenever possible.

Take the time to practice responses that fully answer the question and impress the interviewer.

## 6. Research the company

Review the company's website, social media posts and any news articles that may be available. You should know about their mission statement, values and relevant recent changes. Try to include your research in your mock interview answers to practice delivering responses that will show the hiring manager you're interested in the company.

## **7. Review the interview criteria**

Either provide a syllabus to your interviewer or ask your career counselor what they will use to determine the success of your interview. You want to make sure that your mock interviewer provides clear feedback on your appearance, ability to answer questions, communication skills and qualifications for the role. They should be able to tell you where you excelled and skills you can work to improve.

You may want to interview with multiple people to get feedback from different sources. Interviewing with different individuals will help you identify patterns in comments to determine specific areas of improvement.

## **8. Record it**

Your mock interviewer should give you constructive feedback, but recording the interview can allow you to review yourself. When looking at or listening to your recording, take notes. Watch your facial expressions, hand gestures and posture. Listen to the tone and speed of your voice to make sure it sounds conversational and positive. After reviewing the recording, try practicing your interview again to improve any areas that might need work.

### **Q-42- Discuss the steps to give a good seminar presentation**

#### **Ans-42**

##### **1. Pick a good topic**

Choose a topic that is of interest to you and of general interest as well. Remember that a seminar is really a story, and giving a good seminar is the same thing as telling a good story. Selecting a topic that will make a good story is a big first step toward making your seminar a good one.

Your seminar can either be based on a library topic, which should include the information on the history, current status and possible future of research or policy in a particular area or on a particular subject, or on your own research project. Irrespective of the specific topic, seminars which tell a good story and have a clear take-home message are the memorable ones (memorable for the right reasons).

##### **2. Know your audience**

It is important to understand how much your audience is likely to know in advance about your seminar topic. This will determine the amount of time you need to spend on the various portions of your talk.

You need to decide if the tone of your seminar should be serious or informal. Is a touch of humor acceptable? How much is too much? How should you dress? For most senior seminars at USD, presenters dress well - more on the formal side than the casual side.

Familiarize yourself in advance with the room where you will give your talk and with any equipment that you plan to use. Not only should this make you more comfortable, but it may also help you avoid unexpected technological problems.

##### **3. Begin with a title slide and show a brief outline or list of topics to be covered**

Use text slides to designate the beginnings of individual sections of your talk or to introduce a major topic shift. Usually a prominent title in bold letters is adequate. Text slides can be important and very helpful to you and your audience. They demonstrate your organizational skills, help audience members to follow your talk more easily, and let them know where you're headed. They also help to keep you on track and focused during your talk.

##### **4. Introduce your topic well**

Your introduction will vary in length and detail, depending on the length of your talk, your topic, and the

level of sophistication of your audience. Give the necessary information but be careful not to include large amounts of extraneous material. Visual aids are particularly important here to grab your audience's attention. If you have a snappy photo, and interesting thought or catchy phrase, use it here. The point of the introduction is to catch your audience, let them know what you'll be talking about, get them enthused about the topic, and let them know why your topic is interesting and exciting.

## 5. Methodology

If you are talking about your own research, you need to present your experimental design and/or methods. Try to make this section short, concise, clear and logical. You can use an outline format or even a flow chart of the experiments and techniques you used. If you are giving a review talk, then simply summarize briefly the methods used.

## 6. Data presentation is the heart of a successful talk

- A. Don't overwhelm your audience with information. Limit the total amount of data you present and limit the amount of information you show on any single slide. Busy slides and complex graphs are not helpful. Even your text slides should be brief and to the point.
- B. Paraphrase your text slides and read aloud each major point. The audience will be reading the slides anyway and would otherwise pay no attention to you. **Don't read your slides verbatim** and do not leave text slides up while you discuss another, unrelated idea.
- C. Clearly label all axes on figures and give each figure a brief, informative title.
- D. Define symbols on figures with a figure legend. All text and symbols on a figure should be large enough to read easily from the back of the room.
- E. Explain the information on each slide. Begin by briefly mentioning the parameters shown on each axis of each graph. Discuss treatment versus control results as illustrated by the figure. Remind the audience of the meaning of each symbol on your graphs. Make sure you tell the audience how your data support or refute your basic hypothesis or idea.
- F. Choose your graphs carefully. They should follow a logical progression, and you should be able to clearly explain each graph. Make sure each graph illustrates a point, especially when presenting literature information.
- G. Cite all sources of information, especially if you did not generate the data yourself. You can either include a reference to the author and date on the slide or you can tell the audience your source as you present the graph.
- H. Use the best graphics available but be careful not to distract your audience by making the artwork more interesting than the information. You should be especially careful in choosing how to present your data. Watch your color and pattern combinations. Don't waste your time trying to make the prettiest or the coolest slides. Focus on content and clarity. Some pizzazz is fine, but don't go to extremes.
- I. Limit your use of animation. Too much can be distracting and reduce the impact of your talk. This is one of the most common problems encountered in senior seminars.
- J. Make your presentation visually appealing by using variations in color and texture. Color can be used to unite items related to a single topic, emphasize points and generally enhance the audience's ability to understand your subject.

## 7. Always give a synthesis or conclusion

Display a brief summary of your conclusions on a slide while you discuss the significance of the material

you have presented. Your conclusions should match your talk objectives and should complete your story. Remember, this is the end of your story, so make it memorable (again, in a good way). Even if your talk is based on library research, your conclusions and synthesis **must** have some original content. It is not sufficient to simply repeat the conclusions that other people have reached.

You may want to add a slide after your conclusions with future questions that should be addressed. This demonstrates some critical thinking on your part and shows that you have a feel for the big picture of which your topic is a part.

### **8. Answer questions thoroughly and thoughtfully**

Remain relaxed during the question period. Remember, you're the expert on this subject, and this is your chance to demonstrate (but not show off) your expertise in the topic. The question period is not designed to allow the audience to harass you. Your audience is supportive and interested, and they truly want to know more about your topic or they would have gone somewhere else instead. **No one is out to get you!** When answering questions, take your time, compose yourself, make sure you understand the question clearly and think before you answer. If the question is unclear or doesn't make sense to you, ask politely for clarification.

Prior to your talk, think carefully about your presentation and you may be able to anticipate major questions. If you suspect that something in particular will come up, prepare an answer. If you have additional slides ready to answer that query, put them in your presentation after your final planned slide and use them as appropriate.

If you don't know the answer to a question, try to say something useful and relevant. If you really don't know, "I don't know" is perfectly acceptable, but not for every question.

### **Q-43- Write few DOs & DONTs for seminar presentation**

#### **Ans-43-**

#### **DO:**

1. Practice
2. Look professional
3. Preview your slides
4. Clearly state your objectives and goals
5. Speak clearly and at a good pace. Rule of thumb: About 1 slide per minute
6. Always identify your axes, define all technical terms and spend time on your data (graphs, tables)
7. Quote appropriate references and distinguish your work from literature sources
8. Make a lot of eye contact with your audience
9. Conclude your talk with statements that address your objectives and finish your story

#### **DON'T:**

1. Wait until the last minute to prepare
2. Make slides that are impossible to read or understand, e.g. complicated figures, large tables, Picasso-like graphs.
3. Read your talk verbatim, either from notes or from your slides!! Know your material well without reading.
4. Make distracting gestures when you talk (play with a pointer, rock back and forth, play with your hair, pick your nose, etc.).
5. Speak too rapidly, too slowly, too quietly or too loudly. Don't speak in a monotone and try not to

mumble.

6. Talk to one person or the screen.
7. Panic. Staying calm and focused is very important, especially if you hate speaking publicly.
8. Try to be too funny. Humor has its place in your seminar, but use it judiciously.

#### **Q-44- Discuss about group presentation**

**Ans-44** - As with any presentation, there is a significant amount of work during the preparation stage. The group must be well organized because there are multiple individuals, and therefore multiple personalities involved.

##### **Presentation moderator**

To assist with organization, the group should first decide on a presentation moderator - this is essentially the "leader". The presentation moderator can have the final say when decision-making is needed and, during the Q&A portion of the presentation, can decide which speakers will answer certain questions.

##### **Understanding the audience**

To make your presentation engaging you need to think about the audience so you can tailor it towards their needs. How much will the audience already know about this topic? What will they want to get from this presentation?

For example, if you are presenting the topic of building a bridge to a group of civil engineers, you can confidently use technical language. However, if you are presenting to secondary school students, you would need to use simpler language and not explain the methods in as much detail.

##### **The presentation's purpose**

As a group, ensure you agree on the purpose of the presentation so that you all understand the message that needs to be conveyed e.g. "We want to find out which treatment works best for social anxiety." Deciding on your message means that the group can start building key points around this - just keep in mind that each subtopic must contribute to the presentation's aim.

##### **Divide the presentation**

The presentation needs to be divided into main areas so there is a clear beginning, middle and end. This is where you can decide on the order of the subtopics. Presentations usually follow this structure:

#### **1. Introduction:**

- It is useful to agree on the first minute of the presentation as a team. This is because the audience should be interested from the start and convinced to listen.
- The presentation's aims are also discussed and an overview of the presentation's structure is provided. For example, "We set out to explore the effectiveness of different treatments for social anxiety. We will first cover the symptoms and prevalence of social anxiety, before explaining the different treatments. This will then lead into a discussion about the pros and cons of each treatment route. Finally, we will explain which treatment route we decided was the most effective for this disorder."

#### **2. One or two middle sections:**

- These sections consist of providing the information that addresses your presentation's aim.
- There can be more of these sections depending on your topic.

### 3. Conclusion:

- After summarizing all of the key points, there must be a clear conclusion. It is beneficial to appoint the conclusion to the best speaker as this is where all the information is pooled together.

After segmenting the presentation, a time sequence can be created so the group understands the order in which tasks must be completed. It is important to set deadlines for this.

#### Share responsibility

A frequent problem when working within a group is unequal participation as this can subsequently cause disharmony.

But this is easily avoidable by assigning each speaker a section of the presentation to work on depending on their interests. This means that each speaker should be doing the research for their section and putting together a speech and slides (if being used).

#### Tips:

- It is important to specify exactly what each group member should be doing with their time.
- Make sure the length of time per speaker is agreed on.
- Do not change speakers more than necessary because this can reduce the coherency of the presentation.

#### Build the presentation together

For an audience to follow and enjoy a presentation, it must flow together. Meeting up and building the presentation helps with this because:

- This prevents the duplication of content.
- You can put the slides together, although only one individual should be responsible for merging the slides so there is consistency within the presentation.
- It is useful to receive feedback on the speeches before presenting to an audience.
- The team can agree on any edits.
- The team can agree on the conclusion.
- You can make sure that each speaker will talk for the same amount of time and cover a similar amount of information.
- The team can come up with the first minute of the presentation together.

#### Use stories to engage the audience

A good presentation opening could start with a story to highlight why your topic is significant. For example, if the topic is on the benefits of pets on physical and psychological health, you could present a story or a study about an individual whose quality of life significantly improved after being given a dog.

The audience is more likely to remember this story than a list of facts and statistics so try and incorporate relevant stories into presentations.

Know what each speaker will say

Each speaker must know what the other group members will say as this prevents repetition and it may be useful to refer to a previous speaker to assist in explaining your own section.

Also, if a team member is unable to attend on the day it will be easier to find cover within the group.

Write and practice transitions

Clean transitioning between speakers can also assist in producing a presentation that flows well. One way of doing this is:

1. Briefly recap on what you covered in your section: "So that was a brief introduction on what social anxiety is and how it can affect somebody"
2. Introduce the next speaker in the team and explain what they will discuss: "Now Sarah will talk about the prevalence of social anxiety."
3. Then end by looking at the next speaker, gesturing towards them and saying their name: "Sarah".
4. The next speaker should acknowledge this with a quick: "Thank you Nick."

From this example you can see how the different sections of the presentations link which makes it easier for the audience to follow and remain engaged.

Practice the presentation

Rehearse with the group multiple times to make sure:

- The structure works
- Everyone is sticking to their timing.
- To see if any edits are needed.

The more you rehearse a presentation the more you will feel comfortable presenting the material and answering questions as your familiarity with the content increases.

Handling nerves before the presentation

It is natural to feel nervous when presenting in front of others, regardless of the size of the audience. Here are some tips:

- Remind yourself that the audience is there to listen to you and wants you to do well; there is no need to be afraid of them.
- Remember that the audience members will have to present their projects later and are almost certainly feeling just as nervous.
- Practicing with your group and practicing your section at home will make you more comfortable and familiar with the material and increase your confidence.
- Practice pauses - when people feel nervous they tend to find silences uncomfortable and try to fill gaps, such as using "um" multiple times (filler words). Practicing pauses will help the silences feel less unnatural when you present therefore reducing the need for filler words.
- When we are nervous we often begin breathing quickly and this in turn can increase our anxiety. Controlled breathing is a common technique that helps slow down your breathing to normal thus reducing your anxiety.

### Exercises to control your breathing:

1. Sit down in an upright position as it easier for your lungs to fill with air
2. Breathe in through your nose and into your abdomen for four seconds
3. Hold this breathe for two seconds
4. Breathe out through your nose for six seconds
5. Wait a few seconds before inhaling and repeating the cycle

### Q-45 – Write few important steps during the group presentation.

**Ans-45-**

Introducing the team

The presentation should begin with the presentation moderator introducing the team. This is smoother than each individual presenting themselves.

Pay attention to the presentation

You may feel nervous as you wait for your turn to speak but try to listen to the presentation. The audience is able to see the whole team so it is important that you look interested in what is being said and react to it, even if you have heard it multiple times.

Body language and eye contact

Body language is a useful tool to engage the audience:

- If it is your turn to speak then stand slightly in the foreground of the rest of your group.
- Smile at the audience as this will make you look more confident.
- Make eye contact as this helps you engage with the audience.
- Keep your arms uncrossed so your body language is more open.
- Do not look down and read from your notes- glancing down occasionally is fine but keep in mind that you are talking to the audience.
- This is the same for presenting visual aids; you may need to glance at the computer slide but make sure you predominantly face the audience as you are still speaking to them.
- Keep your hands at your sides but use them occasionally to gesture.

Vocal variety

How you say something is just as important as the content of your speech - arguably, more so. For example, if an individual presented on a topic very enthusiastically the audience would probably enjoy this compared to someone who covered more points but mumbled into their notes.

Here are some pointers:

- Adapt your voice depending on what are you saying- if you want to highlight something then raise your voice or lower your voice for intensity.
- Avoid speaking in monotone.

- Sound enthusiastic - the more you sound like you care about the topic, the more the audience will listen.
- Speak loudly and clearly.
- If you notice that you are speaking quickly, pause and slow down.
- Warm up your voice before a speech

*Take short pauses and breath deeply. This will ensure you have more vocal variety.*

#### Handling nerves during the presentation

- If you find that you are too uncomfortable to give audience members direct eye contact, a helpful technique is to look directly over the heads of the audience as this gives the impression of eye contact.
- Try not to engage in nervous behaviours e.g. shifting your weight or fidgeting.
- Remember that it's unlikely that the audience knows that you are feeling nervous - you do not look as anxious as you feel.
- Notice whether you are speaking too quickly as this tends to happen when nervousness increases. If you are, pause and then slow down.

#### Strong conclusion

Since the conclusion is the last section of your presentation the audience is more likely to remember it. Summarise the key points and lead into a clear concluding statement. For example, if your presentation was on the impact of social media on self-esteem you could list all the main points covered in the presentation and conclude "Therefore, from the amount of evidence and also from the quality of evidence, we have decided that social media is negatively/positively impacting self-esteem."

#### Questions and answer session

The questions and answers session after the main presentation can be a source of anxiety as it is often difficult to predict what questions will be asked. But working within a group setting means that individually you do not have to know everything about the topic.

When an audience member asks a question, the presentation moderator can refer a speaker who has the relevant knowledge to provide an answer. This avoids any hesitant pauses.

#### Ending the presentation

A good ending usually consists of the presentation moderator thanking the audience. If there is another group afterwards they should transition to the next group.

#### **Q-46- What Is the Importance of Corporate Communication?**

**Ans-46-** Corporate communication is the practice of developing, cultivating and maintaining a corporate identity or brand image. A solid corporate communications team provides initiatives to mold company image, communicate with internal and external audiences, and sustain a long-term positive reputation. Through public relations and wide-spread corporate communications, your customers, employees and clients can share in your company's successes.

## Building a Reputation

Corporate communication encompasses methods and processes in promoting a company's credentials, its positioning pitch and its acceptability in the marketplace. It involves a series of planned, interconnected activities and programs to communicate and engage with internal employees and externally with partners, customers and other stakeholders. Corporate communication helps highlight a company's annual earnings and achievements, its roster of products and services and its philanthropy and community outreach efforts. The intent at all times is to project a unified message and a consistent corporate identity.

## Building Corporate Identity

Corporate communication is generally acknowledged as the best possible method of building long-term corporate identity. A well-articulated and consistent corporate communication strategy, along with larger advertising and PR campaigns, reinforces a positive image about your company. This practice has helped businesses, corporations and even startups to develop and sustain unique corporate brand identities. Strategic, timely and well-orchestrated corporate communication initiatives have helped companies to limit negative fallouts of market missteps, crisis scenarios or unseemly or controversial utterances by key business executives.

## Building an Influence

The top management or key business executives play an influential and nuanced role in shaping the corporate communication agenda of an organization. The communications team will follow their lead, and often use higher-ups and top management as part of their campaigns. Management can offer strategic inputs and suggestions to fine-tune specific programs and communicate key organizational highlights. The communications team takes these insights and translates them for their audience of clients, customers and employees. The relationship between upper management and the communications team is vital to sharing corporate wins.

## Supporting the Corporate Communication Team

The in-house corporate communication department is the key enabler of any corporate communication effort. A senior executive and the brand communication manager devise, develop and revise various initiatives. They understand the need to be flexible and account for evolving business environments and contextual organizational shifts. The team drafts news releases, prepares executive briefs for top management, ghostwrites op-eds, blogs, social media posts and columns for business managers and other higher-ups. The team arranges interviews of key personnel in relevant industry and trade publications or for panel-based programs on cable and network news channels. The department can also liaise with an external PR agency to manage nationwide PR campaigns and press conferences.

## Benefits and Beyond

A well-managed, flexible and sustained corporate communication practice can reap both medium and long-term benefits. It enables a company to have a distinctive identity in a crowded and intensely competitive marketplace environment. Customers are more loyal to the company and generally feel positive about buying or consuming the company's products and services. Business investors stay committed to investing

in the company. Shareholders remain confident about the capabilities of key executives, and the long-term prospects and profitability of the company.

#### **Q-47- What is Cross Cultural Communication?**

**Ans-47-** Cross cultural communication thus refers to the communication between people who have differences in any one of the following: styles of working, age, nationality, ethnicity, race, gender, sexual orientation, etc. Cross cultural communication can also refer to the attempts that are made to exchange, negotiate and mediate cultural differences by means of language, gestures and body language. It is how people belonging to different cultures communicate with each other.

Each individual can practice culture at varying levels. There is the culture of the community he grows up in, there is work culture at his work place and other cultures to which one becomes an active participant or slowly withdraws from. An individual is constantly confronted with the clash between his original culture and the majority culture that he is exposed to daily. Cultural clashes occur as a result of individuals believing their culture is better than others.

Cross cultural communication has been influenced by a variety of academic disciplines. It is necessary in order to avoid misunderstandings that can lead to conflicts between individuals or groups. Cross cultural communication creates a feeling of trust and enables co operation. The focus is on providing the right response rather than providing the right message.

When two people of different cultures encounter each other, they not only have different cultural backgrounds but their systems of turn – talking are also different. Cross cultural communication will be more effective and easier if both the speakers have knowledge of the turn taking system being used in the conversation (For example: One person should not monopolize the conversation or only one person should talk at a time).

#### **Q-48 What are the possible Sources of Miscommunication in Cross Cultural Exchanges?**

**Ans-48-**

**1) Assumption of similarities :** This refers to our tendency to think how we behave and act is the universally accepted rule of behavior. When someone differs, we have a negative view of them

**2) Language Differences :** Problems occur when there is an inability to understand what the other is saying because different languages are being spoken. Talking the same language itself can sometimes lead to discrepancies as some words have different meanings in various contexts, countries or cultures

**3) Nonverbal Misinterpretation :** The way we dress, the way we express ourselves through our body language, eye contact and gestures also communicates something. A simple gesture like nodding the head is considered to be YES in certain cultures and NO in others

**4) Preconceptions and Stereotypes :** Stereotypes involves putting people into pre-defined slots based on our image of how we think they are or should be. It may consist of a set of characteristics that we assume that all

members of a group share. This may be true or may be false. But stereotypes may lead to wrongful expectations and notions. A preconceived opinion of another can lead to bias and discrimination

**5) Tendency to evaluate :** Humans tend to make sense of the behavior and communication of others by analyzing them from one's own cultural point of view without taking into consideration why the other person is behaving or communicating a certain way

**6) High anxiety :** Sometimes being confronted with a different cultural perspective will create an anxious state in an individual who does not know how to act or behave and what is considered to be appropriate (For example: A Japanese man and an American having a business meeting where both are unsure of the other's cultural norms)

To reduce the above barriers to cross cultural communication, one can take the effort to develop one's listening skills. This will ensure that we start hearing the real meaning of what is being said instead of understanding at face value. Becoming aware of our perceptions towards others will ensure that we take steps to not prejudice a person or stereotype them. By accepting people and their differences and acknowledging that we don't know everything will make us open up to people and their differences resulting in us using contextual information for better understanding. Seeking feedback and taking risks to open up channels of communication and being responsible for our feelings and actions will go a long way in ensuring that miscommunication is mitigated.

#### **Q-49- What is a Press Release?**

**Ans-49-** A press release is a short, compelling news story written by a public relations professional and sent to targeted members of the media. The goal of a press release is to pique the interest of a journalist or publication. The press release should contain all the essential information (who? what? where? when? how? and most importantly why?) for the journalist to easily produce his own story.

The Small Business Encyclopedia defines press releases -- also known as news releases -- as "brief, printed statements that outline the major facts of a news story in journalistic style" [source: [Answers.com](#)]. A press release should read like a news story, written in third-person, citing quotes and sources and containing standard press release information.

The standard press release begins with contact information, mostly likely the name, phone number and e-mail address of the person who wrote the release. Then comes the headline, arguably the most important four or five words in the whole press release. The headline will be what the journalist reads first. If it's not intriguing, newsworthy and unique, he'll read no further.

Below the headline often comes a brief, one-line summary of the press release [source: PR Leap Blog]. Like the headline, the summary should draw the reader in quickly and motivate them to learn more.

Since a press release is supposed to look and feel like a story in a newspaper, it's important to include a location and date stamp at the beginning of the first paragraph. Something like, "Palo Alto, CA - February 5,

2007." Like a standard news story, the first sentence, or **lede**, should summarize the main news of the press release in 25 words or less [source: Concept Marketing Group].

The rest of the body of the press release should answer all of the questions a journalist might have about the product, service or event that you're announcing. Although a press release is a public relations tool, it should not read as overly promotional [source: Concept Marketing Group]. If it sounds too much like a sales pitch, it will lose credibility in the eyes of the journalist.

Press releases typically end with a short description of the company or organization that's issuing the release, along with a **call to action**. The call to action could be to participate in the event being promoted, to take a test drive of the product, or simply to find out more by contacting the author of the press

Q-50- Discuss about the languages for advertisement

Ans-50-

1. Language of Advertisement is meant to advertise the product/item of a company/an institution/an organization. So as to popularize it and sell it. The soul aim of the language of an advertisement is to attract the customers towards a product or convince a customer to buy the product.
2. To communicate effectively with clarity and convincingly} To achieve the goal of popularizing the product, of attracting the customers to buy the product convincingly, the language that is used in advertisement has a vital role:
3. Rhetorical: minimization of Technical words , Unambiguous , Brief and simple .
4. Usually, people don't like lengthy sentences or phrases. Remember that one has to use necessary short phrases and sentences which could provide maximum information or the core information and the syntactic arrangement should be simple, non-awkward
5. Unambiguous words and expressions make effective communication possible. People understand simple unambiguous words and they would be the active participant, if they understand it
6. Technical words are to be minimized. Maximum use of technical words may drive the customers away. If one is advertizing for a medicine, one need not use the scientific name of the same or many other technical words related to the medicine. But if, the technical words are in vogue, one can use them.
7. Popular proverbs- Proverbs are not merely linguistic metaphorical constructions, they have socio-cultural implications. This is why, use of such proverbs will motivate the customers
8. . Popular expressions- popular expressions which are in vogue attract the customers. Many metaphors used in the language of the advertisement in a simple manner attract the customers. Language of the advertisement should be rhetorical, so as to motivate the customers effectively.
9. Language of the advertisement is to be designed according the goal and the objectives of a product/an item. Sometimes, it is necessary to describe either about a product with its main points of concern, or about its ingredients, or about its functions

### Q-52- What is a Proposal Writing & how to Write Proposals?

**Ans-52-** A proposal is an essential marketing document that helps cultivate an initial professional relationship between an organization and a donor over a project to be implemented. The proposal outlines the plan of the implementing organization about the project, giving extensive information about the intention, for implementing it, the ways to manage it and the results to be delivered from it.

A proposal is a very important document. In some cases, a concept note precedes a proposal, briefing the basic facts of the project idea. However, the project idea faces a considerable challenge when it has to be presented in a framework. The proposal has a framework that establishes ideas formally for a clear understanding of the project for the donor. Besides, unless the ideas are not documented in writing, they do not exist. Hence, a proposal facilitates appropriate words for the conception of an idea. Proposals have recently become more sophisticated. This reflects the increased competitiveness and larger resources existing in the NGO sector. The trend of inviting proposals for contracting development programmes began with the allotment of substantial resources for development that triggered off the mushrooming of NGOs around the world.

Enormous opportunities existing in the sector have led to the trend of making proposal writing a profession. Proposal writing poses many challenges, especially for small and unskilled NGOs.

### Q-53- What is Crisis Communication?

**Ans-53-**The main goal of every workplace crisis communication strategy is to **enable seamless communication during crisis within an organization**.

Messages used in crisis communication are meant to **provide employees with the knowledge** needed to make the right decisions during crisis and emergency. Some of the common situations in which crisis communication is used include product recalls, data breaches, workplace injuries, bankruptcies and other workplace situations such as sexual harassment.

To communicate crisis, leadership, internal communications and PR teams use employee communication tools to share updates and important company information during the crisis.

### Q-54- Discuss about setting up an Effective Crisis Communication Strategy

**Ans-54**

Even though many employers are aware of the importance of crisis communication, **not many of them have a clear plan and strategy** about what to do when a crisis happens.

Let's go over the **13-step crisis management strategy**.

#### 1. Create a crisis communication plan

Like any other workplace strategy, crisis communication needs a well-set plan and objectives. Without the proper plan, crisis communicators are **less likely to follow the company rules** and they may not be able to **align employees with the overall strategy**.

The crisis communication plan should also identify all the possible situations in which crisis communication is needed.

## 2. Appoint your crisis communication team and spokesperson

**Choosing and appointing the right people** who will be in your crisis communication team is extremely important. Here, it is important to understand that even though the company's CEO is an important figure, people from other departments such as managers, HR professionals, operations, internal communications and PR departments should be involved in the strategy.

The person you assign as the spokesperson should be trained and experienced in how to handle crisis and emergency, **communicate well with the employees, react on a timely basis and always be ready** to answer employees' specific questions.

## 3. Train communicators and help them develop good communication skills

Same as for many other positions in the organizations, **appropriate training and skill development** are essential to help a crisis spokesperson succeed in their job.

Besides training available to crisis communication professionals, it is extremely important that these people **have good communication skills**.

Therefore, proper communication skills are the **most valuable skills a spokesperson can possess** as they have a significant impact on how to gain employees attention, connect with employees, build trust in the workplace and make employees work towards the same goals.

## 4. Bring the board members on board

Board members should be well aware of the company's crisis management strategy and they should be aligned with the rest of the leaders and crisis communicators.

## 5. Close the gap between “feeling ready” vs. “being ready”

The same research by Deloitte shows that there is a **significant gap between people feeling and really being ready** to cope with and handle crisis situations.

The research shows that more **76% of board members** believe their companies would respond effectively if a crisis struck tomorrow. Yet only **49% of board members** say their companies engage in monitoring internal communications to detect trouble ahead.

In addition, only 32% say their companies engage in crisis simulations or training.

## 6. Understand your audiences

Same as in any communication strategy such as marketing communications, workplace crisis communicators **need to have a very good understanding** of their audience.

In most situations, there will be multiple audiences a spokesperson would have to communicate and connect to. Therefore, the ability to segment those audiences properly and adjust the approach and messages to them is **crucial for successful crisis communication**.

Also, depending on the type of crisis, not every employee may be the right audience to communicate with. In any situation, however, the message needs to be delivered on a timely manner, it needs to be clear and easy to understand.

## 7. Deliver messages that matter to your defined audiences

Once you manage to define your audiences, **adjusting the internal crisis communication content** is the next important step.

Remember that not every employee should receive every message during an emergency as this approach just slows down employees' response time by overwhelming them with irrelevant information.

## 8. Implement a two-way crisis communication

It is very important to understand that, **during a crisis, employees are a valuable asset** because they are the voice of the company and they can be your strongest advocates. For that reason, crisis communication should not go one-way. Crisis communication should **enable employees to join the two-way conversations**, raise their concerns and ask questions.

However, many employers base their crisis communication on employee newsletters and similar way of communicating that don't **enable employees to share their voice** and thoughts.

## 9. Communicate in real-time using the right communication channels

Earlier, we talked about the **negative impacts of information overload** on the workplace.

In companies that communicate mainly through emails, intranets or even instant messaging apps, it is not uncommon for **employees to miss out on important company updates**. During the crisis, employers can not afford this to happen.

Therefore, employers need to make sure to **use the right internal communication channels** that will be considered as their main source of information during the crisis times.

## 10. Give a special attention to your non-wired employees

Emails or intranets can be very inefficient in providing crisis communications to non-wired employees, **remote employees** or employees who may be away from their desks. In addition, they are very ineffective during a power failure.

Therefore, **the most effective way to communicate during an emergency** or crisis is via mobile technology, which goes wherever your employees go.

## 11. Make sure your messages are accurate and consistent

During crisis, companies are under a microscope of public and media. When communicating with employees, **it is important to deliver the right information** even if that sometimes means answering with "I don't know".

Giving wrong information to the employees can cause the spread of misinformation which can significantly hurt employees' trust that they have in their employers.

**Messages delivered to employees have to be consistent** no matter which communication channel you use and whether you are communicating with internal or external stakeholders.

Some companies also tend to neglect or ignore the crisis. However, if you don't comment on the situation, be sure that someone else will.

Therefore, consistent and transparent communication is a must-have during a crisis.

## **12. Monitor communication and employees' behaviors and react on a timely manner**

Unfortunately, many employers don't have insights into their employee engagement with the crisis-related content delivered to them. This **causes high levels of uncertainty and fear** that employees haven't even got or read the critical updates.

## **13. Perform a post-crisis analysis**

When the crisis is over, employers need to ask themselves: **“What did we learn from this?”**. Even though these situations are not comfortable to anyone, they should serve as a good learning curve. The **5 questions** every employer should address after the crisis include:

1. What did we do right?
2. What did we do wrong?
3. How to improve crisis communication next time?
4. What are the critical crisis communication elements that have a big and direct impact on how the crisis was handled?
5. How can we better prepare our crisis communication team?

## **Q-55- Discuss the Importance of Crisis Communication**

**Ans-55-** When it comes to crisis in the workplace, research shows that the areas that make employers most vulnerable are corporate reputation (73 percent), cyber-crime (70 percent), and rumors (68 percent). Two-thirds (66 percent) named supply chain issues, regulatory action, and natural disasters as vulnerabilities as well.

Therefore **proper crisis communication in the workplace can help you:**

- Protect your employees and other stakeholders during a crisis
- Build trust in the workplace
- Prevent the spread of misinformation in the workplace
- Prevent panic and help employees feel secure
- Prevent the threat a crisis may have on the organization's strategic objectives, reputation and viability.
- Align employees with the overall crisis management strategy and enable them to work towards the same goals
- Align the internal and external messages
- Keep customers loyal
- Keep the reputation of being an attractive employer

### **Q-56- Discuss the Guidelines for Ethical Communication**

**Ans-56-** It's not enough for a communicator to craft a message that's clearly understood by his audience, leveraging the seven principles of business communication:

- Clear
- Concise
- Objective
- Consistent
- Complete
- Relevant
- Understanding of Audience Knowledge

In reality, if you adhere to the seven principles, you will communicate ethically. For instance, if you craft a message that is not clear and concise, and you use tricky language that manipulates your consideration for your audience's knowledge, then you are not being ethical. If you're not being objective, and you are trying to communicate your opinion (or the opinion of others) as fact, then you are not being ethical. If you purposely do not disclose complete information, then you are not being ethical.

- I am honest—my actions bring respect for and trust in the communication profession.
- I communicate accurate information and promptly correct any errors.
- I obey laws and public policies; if I violate any law or public policy, I act promptly to correct the situation.
- I protect confidential information while acting within the law.
- I support the ideals of free speech, freedom of assembly, and access to an open marketplace of ideas.
- I am sensitive to others' cultural values and beliefs.
- I give credit to others for their work and cite my sources.
- I do not use confidential information for personal benefit.
- I do not represent conflicting or competing interests without full disclosure and the written consent of those involved.
- I do not accept undisclosed gifts or payments for professional services from anyone other than a client or employer.
- I do not guarantee results that are beyond my power to deliver.

### Q-57- Discuss some Internet Advertising Ethics

Ans-57-

- **Principle 1 – Advertising, public relations, marketing communications, news, and editorial all share a common objective of truth and high ethical standards in serving the public.** Research shows that consumers place high value in honest and ethical advertising. While the industry has long been committed to the highest standards of truth and accuracy, professionals must further enhance their advertising ethics in order to build and maintain consumer trust.
- **Principle 2 – Advertising, public relations, and all marketing communications professionals have an obligation to exercise the highest personal ethics in the creation and dissemination of commercial information to consumers.** The first mission of the IAE is to educate industry professionals about the importance of truthful, ethical advertising. The goal is to convey their responsibility to demonstrate professionalism at all times.
- **Principle 3 – Advertisers should clearly distinguish advertising, public relations and corporate communications from news and editorial content and entertainment, both online and offline.** As we continue to blur the line between commercial communications and editorial content, consumers are increasingly being misled and treated unethically. To avoid consumer confusion and mistrust, the industry must strive to clearly separate paid advertising from actual news.
- **Principle 4 – Advertisers should clearly disclose all material conditions, such as payment or receipt of a free product, affecting endorsements in social and traditional channels, as well as the identity of endorsers, all in the interest of full disclosure and transparency.** The popularity of social media and word-of-mouth marketing raises questions about the credibility of content. Advertisers must be transparent about whether bloggers are expressing their own opinions or are being compensated by a brand. There must also be full disclosure regarding the authenticity of comments on Facebook, Twitter and other social media platforms.
- **Principle 5 – Advertisers should treat consumers fairly based on the nature of the audience to whom the ads are directed and the nature of the product or service advertised.** Extra care must be used when advertising to children and other vulnerable audiences to avoid misleading or mistreating them. Advertisers should also use discretion based on the nature of the product or service, especially alcohol and prescription drugs.
- **Principle 6 – Advertisers should never compromise consumers' personal privacy in marketing communications, and their choices as to whether to participate in providing their information should be transparent and easily made.** As marketers develop increasingly advanced means of online behavioral targeting, consumers worry about their privacy. In response to consumer concerns and government warnings, marketing and media trade associations are launching an online self-regulatory initiative to give consumers greater control over the collection and use of online viewing data.

- **Principle 7 – Advertisers should follow federal, state and local advertising laws, and cooperate with industry self-regulatory programs for the resolution of advertising practices. The Federal Trade Commission, Better Business Bureau and Food & Drug Administration are just a few of the regulatory bodies that advertisers can look to for guidance regarding ethical practices.** The advertising industry has also created an exceptional self-regulatory program called the National Advertising Review Council (NARC) that covers both adult and children’s advertising.
- **Principle 8 – Advertisers and their agencies, and online and offline media, should discuss privately potential ethical concerns, and members of the team creating ads should be given permission to express internally their ethical concerns.** Taking the time to discuss and resolve ethical dilemmas is essential to practicing the highest ethical standards. The industry must maintain an open environment where professionals feel free to express their opinions, both positive and negative. The main consideration behind all advertising should be what is best for the consumer, and this will lead to the best plan of action.

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