

CH.9 BUSINESS COMMUNICATION SKILLS OF SECRETARY.

Q.1 Select the correct answer from the option given below and rewrite the statement.

(1) Business communication is concerned with activities.

(a) Economic (b) **business** (c) social

(2) Written communication is a _____ record.

(a) **Permanent** (b) temporary (c) unauthorized

(3) E-mail is mode of communication.

(a) **Fastest** (b) slowest (c) costliest

(4) A unique internet address of website is known as.....

(a) World Wide Web (b) **Uniform Resource Locator** (c) .com

(5) _____ is an organised statement of facts.

(a) **Report** (b) Notice (c) Heading

(6) There should be proper _____ between words, lines and between paragraphs.

(a) Margin (b) typing (c) **spacing**

(7) _____ refers to use of minimum words.

(a) Courtesy (b) **Conciseness** (c) Correctness

(8) A letter without is invalid.

(a) You attitude (b) **Signature** (c) clarity

B) Match the pairs:

| Sr no | Group A | Answer |
|-------|---------------|---------------------|
| 1 | Twitter | Social media |
| 2 | Consideration | You attitude |
| | | |

| | | |
|---|------------------|----------------------------------|
| 3 | Active Listening | Hearing and understanding |
| 4 | Body Language | Non-verbal communication |
| 5 | Courtesy | Politeness |

C) Write a word or a term or a phrase which can substitute each of the following statements:

(1) Process of communication, conveying a message in spoken form.

Ans: Verbal communication.

(2) A set of interconnected web pages located on a single web domain.

Ans: Website.

(3) Part of a business letter which introduces the sender to the receiver.

Ans: Heading.

(4) Written summary of the business transacted at the meeting.

Ans: Minutes.

(5) Part of a letter which contains the name and address of the sender.

Ans: Heading or letterhead.

(6) Audio-Visual means of electronic communication.

Ans. Video conference.

D) State whether the following statement are true or false.

1) Notice is a written summary of business transacted at a meeting.

Ans: False

2) Written communication provides permanent record.

Ans: True

3) Active listening is essential for effective communication.

Ans: True

4) Inside address gives the name and address of the sender.

Ans: False

5) A letter without date is incomplete and invalid.

Ans: True

6) Reference number shows the purpose of the letter.

Ans: False

7) Coherence refers to logical arrangement of contents of a letter.

Ans: True

8) A letter should have minimum folds.

Ans: True

E) Find the odd one:

(1) Paper, margin, typing, courtesy

Ans: courtesy.

(2) Clarity, courtesy, spacing, correctness

Ans: spacing.

3) Date, Inside Address, Conciseness, Subject

Ans: Conciseness.

F) Complete the sentences:

(1) When communication is done through Reports, Letters, Circulars, etc. it is called -----

Ans: Written Communication.

(2) Proper arrangement of different part of business letter is called as.....

Ans: Layout.

3) The part of letter which contains the name and address of the receiver of the letter is.....

Ans: Inside address.

G) Select the correct option given below:

| | | |
|--|---------|---------|
| | Group A | Group B |
|--|---------|---------|

| Sr no | | |
|-------|---------------------|----------------------|
| 1 | You Attitude | Consideration |
| 2 | Conciseness | Minimum words |
| 3 | Completeness | Complete information |
| 4 | Courtesy | Polite Language |

H) Answer in one sentences:

(1) Name the type of communication in which words is not used.

Ans. In non-verbal communication words are not used.

(2) Name the type of communication in which communication is done in spoken form.

Ans. In verbal (oral) communication, communication is done in spoken form.

(3) Name the type of communication which can be re-read.

Ans. Written communication can be re-read till it is understood by the reader.

I) correct the underline words and rewrite the following sentences:

(1) Consideration means the letter should be in logical sequence.

Ans: Coherence means the letter should be in logical sequence.

(2) Completeness means use of minimum words.

Ans: conciseness means use of minimum words.

(3) Complimentary close contains greetings to the reader of the letter.

Ans: Salutation contains greetings to the reader of the letter.

J) Arrange in proper order:

- 1) a) Heading
- b) Complimentary close
- c) Subject

Ans: a) Heading

c) Subject

b) Complimentary close

- 2) a) Enclosure
- b) Body of letter
- c) Date

Ans: c) Date

b) Body of letter

a) Enclosure

Q.2 Explain the following terms /concept.

(1) Communication.

Ans. (1) the term 'communication' is derived from Latin word 'communis' which means 'common'. Accordingly, communication means sharing by all whatever is common.

When one communicates with other, one tries to establish 'commonness' with other. The term communication implies the imparting or exchanging some information by speaking, writing or by use of some other medium like telephone, e-mail, etc. between two or more persons.

(2) George R. Terry defines, "Communication is an exchange of facts, ideas, opinions or emotions by two or more persons." It is a process of transmitting and sharing of ideas, opinions, facts Values, etc. from one person to another or from one organisation to another.

(2) Business Communication.

Ans. (1) Communication which is mainly concerned with the different activities of the business is called Business Communication. It is a branch of general communication which is specially related to business activities. It refers to the sharing of information between the people within an organisation as well outside the organisation that are performed for the commercial benefits of the organisation.

(2) Business communication can also refers to how a company shares information to promote its product or service to potential consumers in brief a communication that takes place among the business organisations concerning different business related issues, is called business communication. According to Brennar, "Business communication is the expression channeling, receiving and interchanging of ideas in commerce and industry."

(3) Written Communication.

Ans. (1) the type of communication that makes use of the written words is called written communication. It is a type of communication in which messages are sent and received in a written form. Written communication is the most important and most effective of any mode of business communication. In written communication, it is necessary to write the message in short sentences and the language used there should be simple and easy to understand so that receiver or reader finds no difficulty in understanding true meaning of message.

(2) Some of the various forms of written communication that are used for business operations include memos, reports, letters, circulars, notices, minutes, etc. In many situations business organisations use written communication. Many types of documents are prepared for official work and the finest examples of written communication.

(4) Business Correspondence.

Ans. (1) Correspondence means communication by letters. Business correspondence refers to communication of views, offers, responses, comments, messages, etc. regarding the business activities through letters, notices, circulars, memoranda, etc. In short, any type of communication in writing made by a business unit in connection with any aspect of business activity is called business correspondence.

(2) Business correspondence may be conducted by individual traders. Firms, Companies, cooperative societies, associations, unions, Government departments etc. Modern business is transacted mainly through correspondence. Business correspondence constitutes letters of inquiry and their replies. Letters of orders and their replies, letters for collection of dues, letters of grievances and their redressal, sales letters, letters of dealers. Banks, insurance companies, Government departments and so on.

(5) Report.

Ans. (1) Report implies an account given of a particular matter, especially in the form of an official document after thorough investigation or consideration by an appointed person or committee. It is an organised statement of facts or opinion leading to some conclusions with or without some recommendations.

(2) Report also refers to a systematic presentation of facts, figures. Conclusions about specific event. A company has to prepare some reports as per the provisions made in the Companies Act. E.g. Company Secretary has to prepare Annual report every year before Annual General Meeting. Company has to prepare some reports as per the requirements of the company, e.g. report on convenient and suitable site for setting up new branch. Secretary must have skill of drafting different reports in specific format.

(6) Minutes.

Ans. (1) Minutes is a written record (statutory record) of the business transacted, decisions taken and resolutions passed in a meeting. The minute serves as an authentic proof of the decisions taken in a meeting. They are accepted as evidence in a court of law. Therefore, it is necessary to draft the minutes in proper format. The details

such as day, date, time, place, type of meeting, Chairman of the meeting, Directors and members present in the meeting are recorded in the minutes. All resolutions passed in the meeting must be, recorded systematically in the minutes.

(2) As per the provisions made in the Companies Act, 2013, the minutes of different class of meetings should be prepared by the Secretary within 15 days of a meeting. Minutes are prepared by the Secretary, confirmed by the members or Directors. Signed by the Chairman and countersigned by the Secretary. It is always prepared in past tense and recorded in the minute's book.

Q.3 Study the following case/situation and express your opinion:

(1) Mr. Rahul is the Secretary who has been asked by the Managing Director to inform a Director about a decision taken in a Board Meeting in which he was absent. Which aspect of essentials of a good business letter he follows:

- (a) When he is giving the required information in a very short and brief manner
- (b) When he is using courteous words so as to be polite
- (c) When he is giving the entire information about the meeting in a proper manner (Clarity, conciseness, coherence, courtesy, completeness, correctness)

Ans. (a) When Mr. Rahul, a Company Secretary, giving the required information in a very short and brief manner to a Director, he has to follow 'conciseness' aspect of essentials of a good business letter.

(b) When Mr. Rahul using courteous words so as to be polite, he has to follow 'Courtesy' aspect of essentials of a good business letter.

(c) When Mr. Rahul is giving the entire information about the meeting in a proper manner, he has to follow 'Completeness' aspect of essentials of a good business letter.

Q.4 Answer in brief:

(1) Explain any four essentials of effective communication.

Ans. Essentials of effective communication:

(1) Listening: Listening is an important aspect of effective communication. Listening means hearing and understanding carefully what other person is saying to you. Effective communication requires active listening. Person can respond correctly and appropriately if he understands the message of other person.

(2) Body language: Body language is a type of non-verbal communication in which physical behaviours as opposed to words are used to express or convey information. Effective communication is possible if body language helps to convey words and meaning. Facial expressions, body posture, gestures, eye movements, touch and use of space, etc. are the important factors of body language.

(3) Clear and Concise: Effective communication is possible if message conveyed is clear, concise and direct. Message to be conveyed should be brief and to the point. It should avoid any irrelevant details, round about sentences, redundant words, etc. To avoid any misunderstanding, confusion or ambiguity message should be written with clarity of thought and languages. Sentences should be short and words should be simple and familiar.

(4) Personable: Effective communication requires creation of personal touch in the communication. In face-to-face conversation or communication we have to use friendly tone and ask personal questions. This will help to create personal touch.

(2) State my four essentials of goods business letter.

Ans. Essentials of good business letter are:

(1) Clarity: The term 'clarity' means clearness of expression. Clarity is the soul of business letter. To avoid any misunderstanding, confusion or ambiguity, business letters should be written with clarity of thought and language. For this purpose the sentences should be short, correct clear and words should be simple and familiar Also the arrangement of sentences and paragraphs should be logical.

(2) Conciseness: The term 'concise' means brief and to the point. A good business letter must be brief and to the point. It should avoid any unnecessary or irrelevant details, round about sentences redundant words. Etc. Brief letter Saves the time of reader and become more emotive.

(3) Completeness: A business letter should be complete in every sense besides giving full information to the addressee a letter must answer all the points raised by him. This enables him to wake suitable action. A letter without date or signature is considered incomplete. An incomplete letter creates confusion fails to achieve desired results and delays action.

(4) Courtesy: Courtesy refers to politeness and good manners. The language of a business letter must be polite, convincing and unoffending. Harsh, rude words, insulting tone or remarks must be avoided. The use of words likes please, very kind of you much obliged, thankful to you etc. creates a good impression on the reader. The letter may be firm but the tone must be courteous. A courteous letter builds up the goodwill and image of the organisation.

Q.5 Justify the following statement:

(1) Written communication is very useful to the organization. '

Ans. (1) In modern times, business has expanded to such an extent that direct i.e. Face-

to-face dealing is almost impossible. It is easy to communicate every one through written Communication. Written communication is a cheap and convenient method of communication in business. It is safe, economical and reliable as compared to other means of communication. It is more convenient and useful when message to be conveyed is very lengthy. It conveys the message to any distance in a reasonable period of time.

(2) An effective written communication acts as an ambassador of the writer i.e. businessman. Written communication has a legal significance. It can be used as evidence in the court of law. It provides a permanent record of numerous activities taking place every day. It can be used for future reference. Written communication is useful in creating a sense of understanding and confidence among businessman.

(2) Social media network is very useful to the business.

Ans. (1) Social media networking site is an online platform that allows users to create a public profile and interact with other users on the website. It is the practice of expanding the number of one's business and on social contacts by making connections through social media sites such as Face book, Twitter, etc. Depending on the social media platform, members may be able to contact any other member.

(2) From business point of view, social media network provides facilities to interact with the members of public and communicate about their products and services. It provides Opportunity to develop loyalties and strong relationship with the different types of consumers. This media is very useful to expand business.

(3) Listening is the most important aspect of effective communication.

Ans. (1) one of the most important aspects of effective communication is being a good listener. Effective communication needs active listening. Active listening refers to hearing and understanding carefully what a person is saying to you.

(2) Listening is so important that many organisations provide listening skills training for their employees. Unless one understands clearly what other person is telling him, he cannot respond or answer correctly or appropriately. In a group setting like business meetings, active listening is an important part of the communication process. Listening helps to better

Understand the view point of the other party or the speaker. It shows maturity and respect to the speaker or the parties involved in the conversation. Constantly interrupting without listening ever leads to a meaningful conversation.

Q.6 Answer the following:

(1) State the merits of written communication.

Ans. The merits of written communication:

(1) Accurate and precise: Written communication is always drafted with great care. As written communication can be verified and its authenticity can be easily challenged. The written communication has to be more accurate and factual. Therefore, in written communication, there is more emphasis on accuracy and precision.

(2) Re-read many times : The receiver or reader of the written communication can read the message any time again in the future. He can read the message number of times till he properly and accurately understands it. This is not possible in verbal (oral) communication.

(3) Permanent record: The documents of written communication act as a permanent record. Whenever required, important information can be easily collected from the preserved documents. It can be used for future reference.

(4) Documentary evidence: Written Communication creates records of evidence. Written communication is accepted by the court of law as a legal document and as legal evidence also.

(5) Wide access: Written communication can be sent to many persons at distance and different places at a time. It is the best channel of communication for sending information to many persons living at different places.

(6) No need for personal contact: Availability of both the parties i.e. speaker and listener (receiver) at the time of communication is not necessary. Under this form of communication, sender drafts the message and sends it to reader (receiver) as per this convenience. When receiver gets spare time, he reads it. Thus, there is no need for personal contact.

(7) Completeness: In written communication, messages are drafted with perfect knowledge of the things related to the matter. So in written communication, there is completeness.

(8) Economical: Written communication is economical if the messages are to be sent at distant and faraway places. Postal and courier charges are comparatively less and nominal. Nowadays messages are sent and received through e-mail which is still cheaper and economical.

(2) Explain different parts of a business letter.

Ans. The different parts of a business letter:

(1) Heading: The heading or head address is usually printed in bold capitals at the top centre of the page, but in some cases it is found either at the left or the right-hand top

corner of the page. A letterhead introduces an arm; therefore it is essential that it is clear, elegant, attractive and well-designed. Heading contains the name, registered office address telephone number, fax number, e-mail Id, web site, Corporate Identity Number (CIN) of the company, etc.

E.g. USHA COSMETICS LTD.

18B, B.S. ROAD, DADAR

MUMBAI 400 028.

CIN U27400MH1954PIC000280

Telephone : (022) 6662 6378

Fax : (022) 6662 6470

E-mail : ushacosmetics@gmail.com

Website : www.ushacosmetics.com

(2) Date: The date is usually placed on the right-hand side of the page below the head address. In England, the sequence of the date is the day, followed by the month and the year. e.g., 9th June, 2019. In America, the month comes 6rst. Followed by the day and the year, e.g., June 9, 2019. Letters without date are incomplete. Date is more important because letter acts as legal evidence.

(3) Reference Number: In order to have a quick reference to previous correspondence, the sender always gives a certain reference number to each outgoing letter. It is placed on the left side below the head address. Reference numbers usually indicate the subject matter, the serial number of the letter and the year during which the letter was sent. For Instance, 'Div. / 343 / 2018-19' indicates that the letter was regarding dividend and under that category it was the 343rd letter sent during the year 2018-19.

(4) The inside address: The inside address includes the name and the postal address of the addressee i.e., receiver. It is written at the left side of the page below the outward reference number. The inside address is the same as the address on the envelope which contains the letter. For personal names Mr. Shri, Mrs. or Smt. are used and for firms; Messer' i.e. M/s is used. e.g. Mr. Ashok Narkar, M/s Sumitra Trading Company.

(5) Subject : It is written in brief as "Su It helps the reader to know the subject-matter of the letter without reading the entire letter. Subject line helps to deliver the letter to concerned section and quick filing is also possible. E.g. sub. Grant of overdraft.

(6) Salutation : The salutation refers to an expression of greeting. The salutation is necessary to greet the receiver of the letter. Salutation appears on the left hand margin below the inside address.

e.g. Dear Sir/Madam

OR

Respected Sir/Madam

(7) Body of the letter : The body of the letter is the most important part of a business letter. All the contents of the letter placed in between the salutation and the

complimentary close, constitute the body of the letter. It contains the main message to be communicated to the addressee. Usually, it is divided into two or three paragraphs. Each paragraph dealing with a separate point.

1st Paragraph: It is introductory paragraph. It should be polite, brief and effective. For instance, “We are extremely thankful for your letter dated _____” would be a good beginning.

Main Paragraph: This paragraph contains main message. It is the heart of the letter. The sentences must be brief, clear, accurate and above all courteous. The message must be conveyed firmly and effectively. Simple language, clarity and exactness should be reflected in this paragraph.

Closing Paragraph: It is the concluding paragraph. It must be written carefully so that desired action is taken by the addressee. For instance “We do hope that you would continue to give us many more opportunities to serve you better and longer”, would be an effective close.

(8) The complimentary close: Just as a letter should begin with salutation, it should end with a complimentary close. The usual words used are ‘yours faithfully’ or ‘Yours truly’ or ‘Yours sincerely’, etc. These words should be placed below the body of the letter along with the right-hand margin. They should be followed by a comma. If the salutation words are ‘Sir’, ‘Dear Sir’, the complimentary close should be by the words ‘Yours faithfully’.

(9) The signature: The sender of the letter must put his signature and designation below the complimentary close. The signature must be put in the writer’s own handwriting. A rubber stamp signature should not be used. A letter without signature is incomplete and invalid. Below the signature the name of the person who signs it should be written with his/her designation. A person who signs the letter is responsible for the matter written in the letter.

e.g. Signature

.....

Name:

.....

(Designation)

(10) Enclosures : The term ‘enclosures’ denote certain relevant , papers such as order form, cheque, draft or bill, etc. attached to the main letter and put in the envelope. It is customary to mention the names of the documents at the foot of the letter on the left margin of the page under _ the title ‘Enclosures’. It is written in brief as “Encl.”. The sender should arrange the enclosures as per the order in which they are mentioned. The party receiving the letter can verify the same.

E.g. Encl: (1) Order form

(2) Copy of Board Resolution.

(11) The Carbon Copy Notation (c.c.): When copy of the letter is required to be sent to other responsible persons, it is shown by two alphabets "C.C." It is written just below 'Enclosures' on the left hand side. For instance, C.C.: Principals of Junior colleges, Mumbai Division.