

Chapter 9: Business Communication Skills of Secretary

EXERCISE 1 [PAGES 146 - 148]

Exercise 1 | Q 1.1 | Page 146

QUESTION

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

Business communication is concerned with _____activities.

- Economic
- business
- social

SOLUTION

Business communication is concerned with **business** activities.

Exercise 1 | Q 1.2 | Page 146

QUESTION

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

Written communication is a _____ record.

- Permanent
- temporary
- unauthorized

SOLUTION

Written communication is a **Permanent** record.

Exercise 1 | Q 1.3 | Page 146

QUESTION

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

E-mail is _____ mode of communication.

- Fastest
- slowest
- costliest

SOLUTION

E-mail is the **Fastest** mode of communication.

Exercise 1 | Q 1.4 | Page 146

QUESTION

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

A unique internet address of website is known as_____.

- World Wide Web
- Uniform Resource Locator
- .com

SOLUTION

A unique internet address of the website is known as **Uniform Resource Locator**.

Exercise 1 | Q 1.5 | Page 146

QUESTION

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

_____ is an organised statement of facts.

- Report
- Notice
- Heading

SOLUTION

The report is an organised statement of facts.

Exercise 1 | Q 1.6 | Page 146

QUESTION

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

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

- Margin
- typing
- spacing

SOLUTION

There should be proper **spacing** between words, lines, and between paragraphs.

Exercise 1 | Q 1.7 | Page 146

QUESTION

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

_____ refers to use of minimum words.

- Courtesy
- Conciseness
- Correctness

SOLUTION

Conciseness refers to the use of minimum words.

Exercise 1 | Q 1.8 | Page 146

QUESTION

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

A letter without _____ is invalid.

- You attitude
- Signature
- clarity

SOLUTION

QUESTION

Match the pairs:

Group 'A'	Group 'B'
a) Twitter	1) Hearing and understanding
b) Consideration	2) Personable
c) Active listening	3) Harsh, rude words
d) Body language	4) Social Media
e) Courtesy	5) Non-verbal communication
	6) Blog
	7) 'You' attitude
	8) Empathy
	9) SMS
	10) Politeness

SOLUTION

Group 'A'	Group 'B'
a) Twitter	Social Media
b) Consideration	'You' attitude
c) Active listening	Hearing and understanding
d) Body language	Non-verbal communication
e) Courtesy	Politeness

QUESTION

Write a word or a term or a phrase which can substitute the following statement:

Process of communication, conveying a message in spoken form.

SOLUTION

Verbal communication.

QUESTION

Write a word or a term or a phrase which can substitute the following statement:

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

SOLUTION

Website.

Exercise 1 | Q 3.3 | Page 146

QUESTION

Write a word or a term or a phrase which can substitute the following statement:

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

SOLUTION

Heading.

Exercise 1 | Q 3.4 | Page 147

QUESTION

Write a word or a term or a phrase which can substitute the following statement:

A written summary of the business transacted at the meeting.

SOLUTION

Minutes.

Exercise 1 | Q 3.5 | Page 147

QUESTION

Write a word or a term or a phrase which can substitute the following statement:

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

SOLUTION

Heading or letterhead.

Exercise 1 | Q 3.6 | Page 147

QUESTION

Write a word or a term or a phrase which can substitute the following statement:

Audio-Visual means of electronic communication.

SOLUTION

Video conference.

Exercise 1 | Q 4.1 | Page 147

QUESTION

State whether the following statement is true or false.

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

- True
- False

SOLUTION

False

Exercise 1 | Q 4.2 | Page 147

QUESTION

State whether the following statement is true or false.

Written communication provides permanent record.

- True
- False

SOLUTION

True

Exercise 1 | Q 4.3 | Page 147

QUESTION

State whether the following statement is true or false.

Active listening is essential for effective communication

- True
- False

SOLUTION

True

Exercise 1 | Q 4.4 | Page 147

QUESTION

State whether the following statement is true or false.

Inside address gives the name and address of the sender.

- True
- False

SOLUTION

False

Exercise 1 | Q 4.5 | Page 147

QUESTION

State whether the following statement is true or false.

A letter without date is incomplete and invalid.

- True
- False

SOLUTION

True

Exercise 1 | Q 4.6 | Page 147

QUESTION

State whether the following statement is true or false.

Reference number shows the purpose of the letter.

- True
- False

SOLUTION

False

Exercise 1 | Q 4.7 | Page 147

QUESTION

State whether the following statement is true or false.

Coherence refers to logical arrangement of contents of a letter.

- True
- False

SOLUTION

True

Exercise 1 | Q 4.8 | Page 147

QUESTION

State whether the following statement is true or false.

A letter should have minimum folds.

- True
- False

SOLUTION

True

Exercise 1 | Q 5.1 | Page 147

QUESTION

Find the odd one:

- Paper
- margin
- typing
- courtesy

SOLUTION

courtesy

Exercise 1 | Q 5.2 | Page 147

QUESTION

Find the odd one:

- Clarity
- courtesy
- spacing
- correctness

SOLUTION

spacing

Exercise 1 | Q 5.3 | Page 147

QUESTION

Find the odd one:

- Date
- Inside Address
- Conciseness
- Subject

SOLUTION

Conciseness

Exercise 1 | Q 6.1 | Page 147

QUESTION

Complete the sentence:

When communication is done through Reports, Letters, Circulars, etc. it is called_____

SOLUTION

When communication is done through Reports, Letters, Circulars, etc. it is called **Written Communication.**

Exercise 1 | Q 6.2 | Page 147

QUESTION

Complete the sentence:

Proper arrangement of different part of business letter is called as_____

SOLUTION

Proper arrangement of different part of business letter is called as **Layout**.

Exercise 1 | Q 6.4 | Page 147

QUESTION

Complete the sentence:

The part of letter which contains the name and address of the receiver of the letter is _____

SOLUTION

The part of letter which contains the name and address of the receiver of the letter is **Inside address**.

Exercise 1 | Q 7.1 | Page 147

QUESTION

Select the correct option given below:

Group A	Group B
You Attitude	_____

- Minimum words
- Completeness
- Courtesy
- Consideration

SOLUTION

Group A	Group B
You Attitude	Consideration

Exercise 1 | Q 7.2 | Page 147

QUESTION

Select the correct option given below:

Group A	Group B
Conciseness	_____

- Minimum words

- Completeness
- Courtesy
- Consideration

SOLUTION

Group A	Group B
Conciseness	Minimum words

Exercise 1 | Q 7.3 | Page 147

QUESTION

Select the correct option given below:

Group A	Group B
_____	Complete information

- Minimum words
- Completeness
- Courtesy
- Consideration

SOLUTION

Group A	Group B
Completeness	Complete information

Exercise 1 | Q 7.4 | Page 147

QUESTION

Select the correct option given below:

Group A	Group B
_____	Polite Language

- Minimum words
- Completeness
- Courtesy

- Consideration

SOLUTION

Group A	Group B
Courtesy	Polite Language

Exercise 1 | Q 8.1 | Page 147

QUESTION

Answer in one sentence:

Name the type of communication in which words are not used.

SOLUTION

In non-verbal communication, words are not used.

Exercise 1 | Q 8.2 | Page 147

QUESTION

Answer in one sentence:

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

SOLUTION

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

Exercise 1 | Q 8.3 | Page 147

QUESTION

Answer in one sentence:

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

SOLUTION

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

Exercise 1 | Q 9.1 | Page 148

QUESTION

correct the underline word and rewrite the following sentence:

Consideration means the letter should be in logical sequence.

SOLUTION

Coherence means the letter should be in a logical sequence.

Exercise 1 | Q 9.2 | Page 148

QUESTION

correct the underline word and rewrite the following sentence:

Completeness means use of minimum words.

SOLUTION

conciseness means use of minimum words.

Exercise 1 | Q 9.3 | Page 148

QUESTION

correct the underline word and rewrite the following sentence:

Complimentary close contains greetings to the reader of the letter.

SOLUTION

Salutation contains greetings to the reader of the letter.

Exercise 1 | Q 10.1 | Page 148

QUESTION

Arrange in proper order:

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

SOLUTION

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

Exercise 1 | Q 10.2 | Page 148

QUESTION

Arrange in proper order:

- a) Enclosure
- b) Body of letter

c) Date

SOLUTION

c) Date

b) Body of letter

a) Enclosure

EXERCISE 2 [PAGE 148]

Exercise 2 | Q 1 | Page 148

QUESTION

Explain the following term/concept.

Communication.

SOLUTION

(1) the term 'communication' is derived from the Latin word 'communis' which means 'common'. Accordingly, communication means sharing by all whatever is common. When one communicates with others, one tries to establish 'commonness' with others. The term communication implies 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 ideas, opinions, facts Values, etc. from one person to another or from one organisation to another.

Exercise 2 | Q 2 | Page 148

QUESTION

Explain the following term/concept.

Business Communication.

SOLUTION

(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 is performed for the commercial benefits of the organisation.

(2) Business communication can also refer 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 Brennan, "Business communication is the expression channeling, receiving and interchanging of ideas in commerce and industry."

Exercise 2 | Q 3 | Page 148

QUESTION

Explain the following term/concept.

Written Communication.

SOLUTION

(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 here should be simple and easy to understand so that receiver or reader finds no difficulty in understanding the true meaning of the 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 are the finest examples of written communication.

Exercise 2 | Q 4 | Page 148

QUESTION

Explain the following term/concept.

Business Correspondence.

SOLUTION

(1) Correspondence means communication by letters. Business correspondence refers to the communication of views, offers, responses, comments, messages, etc. regarding 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.

QUESTION

Explain the following term/concept.

Report.

SOLUTION

(1) The 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 opinions leading to some conclusions with or without some recommendations.

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

QUESTION

Explain the following term/concept.

Minutes.

SOLUTION

(1) Minutes are a written record (a 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 a 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 a different classes 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 the past tense and recorded in the minute's book.

EXERCISE 3 [PAGE 148]

QUESTION

Study the following case/situation and express your opinion.

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)

SOLUTION

(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 the '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 the 'Courtesy' aspect of the 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 the 'Completeness' aspect of essentials of a good business letter.

EXERCISE 4 [PAGE 148]

Exercise 4 | Q 1 | Page 148

QUESTION

Answer in brief:

Explain any four essentials of effective communication.

SOLUTION

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. A person can respond correctly and appropriately if he understands the message of another 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 the message conveyed is clear, concise, and direct. Message to be conveyed should be brief and to the point. It should avoid any irrelevant details, roundabout 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 the creation of a personal touch in communication. In face-to-face conversation or communication we have to use a friendly tone and ask personal questions. This will help to create a personal touch.

Exercise 4 | Q 2 | Page 148

QUESTION

Answer in brief:

State my four essentials of goods business letter.

SOLUTION

Essentials of good business letter are:

(1) Clarity: The term 'clarity' means clearness of expression. Clarity is the soul of a 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 the reader and becomes 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 to 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.

EXERCISE 5 [PAGE 148]

Exercise 5 | Q 1 | Page 148

QUESTION

Justify the following statement:

Written communication is very useful to the organization.

SOLUTION

(1) In modern times, the business has expanded to such an extent that direct i.e. Face-to-face dealing is almost impossible. It is easy to communicate with everyone 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 the 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 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 businessmen.

Exercise 5 | Q 2 | Page 148

QUESTION

Justify the following statement:

Social media network is very useful to the business.

SOLUTION

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

Exercise 5 | Q 3 | Page 148

QUESTION

Justify the following statement:

Listening is the most important aspect of effective communication.

SOLUTION

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

EXERCISE 6 [PAGE 148]

Exercise 6 | Q 1 | Page 148

QUESTION

Justify the following statement:

State the merits of written communication.

SOLUTION

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. 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 in different places at a time. It is the best channel of communication for sending information to many persons living in 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, the sender drafts the message and sends it to the reader (receiver) as per this convenience. When the 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 email which is still cheaper and economical.

Exercise 6 | Q 2 | Page 148

QUESTION

Justify the following statement:

Explain different parts of a business letter.

SOLUTION

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. The heading contains the name, registered office address telephone number, fax number, e-mail Id, web site, Corporate Identity Number (CIN) of the company, etc.

(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 first. Followed by the day and the year, e.g., June 9, 2019. Letters without a date are incomplete. The date is more important because the 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 on 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. The 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 an 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 the 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 the 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 the 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 a 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 a 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.