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**BCS-055**

**Business Communication**

Prepared by



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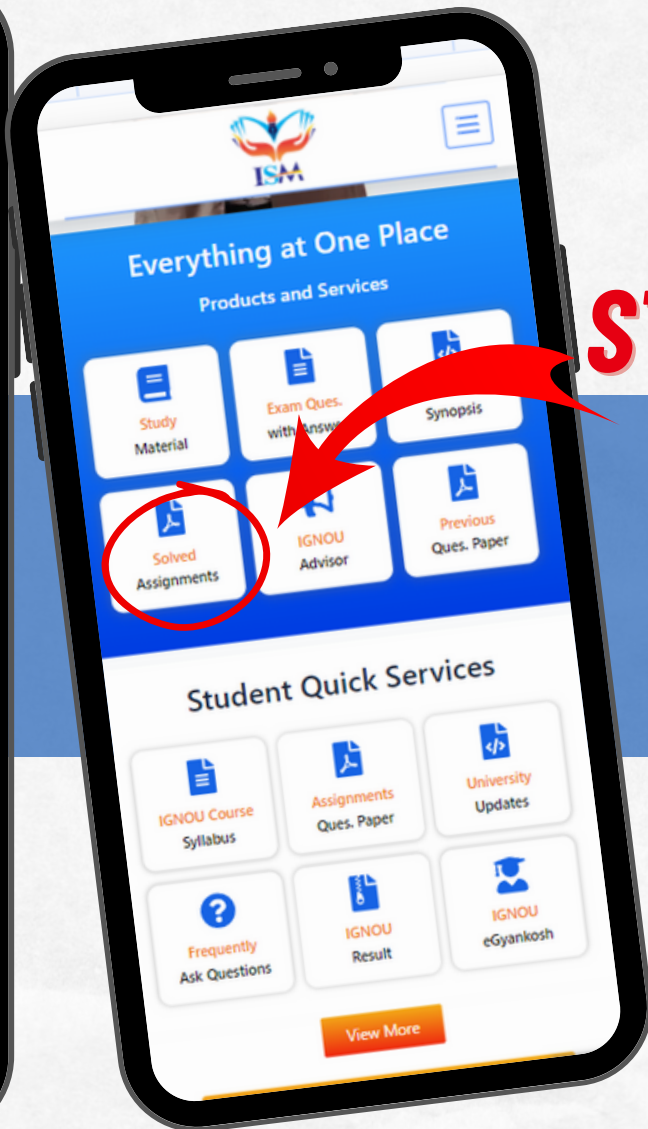
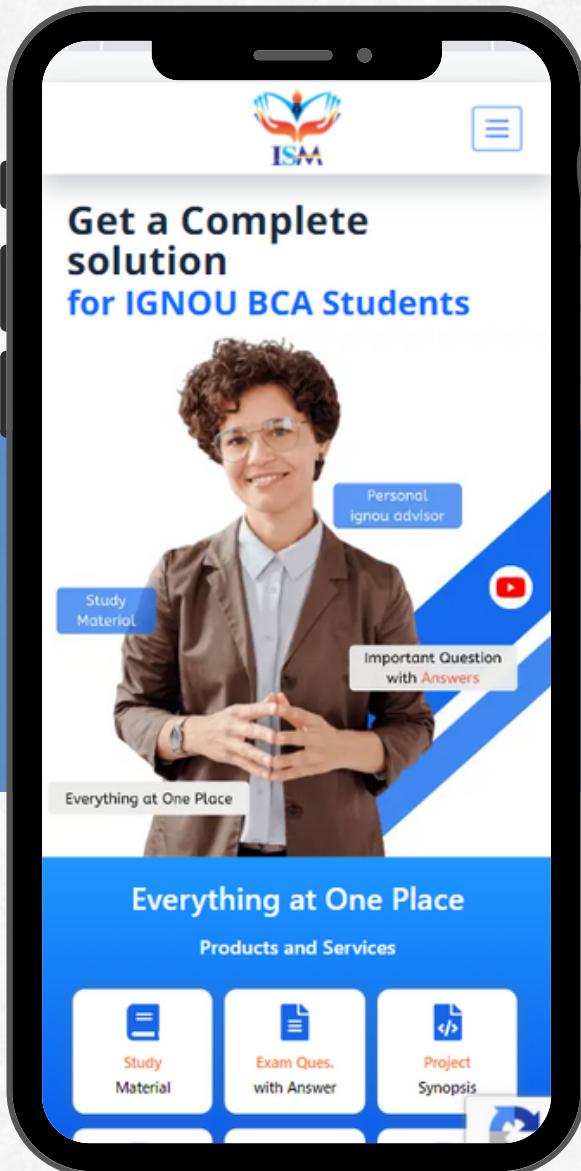


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## BUSINESS COMMUNICATION [SEM-5]

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Ques.7 Fill in the blanks with suitable articles (a/an, the or no article)

1. I saw \_\_\_ bird flying in \_\_\_ sky. We went to \_\_\_ beach and enjoyed \_\_\_ sun and \_\_\_ sand.
2. ....mangoes are selling at Rs. 40 .....kilo.
3. Is this .....book you were telling me about? Yes, it is about .....life of ..... Ambedkar.

Ans. 1. I saw the bird flying in the sky, we went to the beach and enjoyed the sun and the sand.

2. The mangoes are selling at Rs. 40 a kilo.

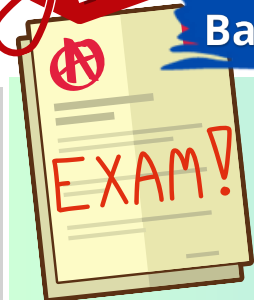
3. Is this the book you were telling me about? Yes, it is about the life of Ambedkar.

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**Ques.8 Elaborate on different kinds of communication with suitable examples. Discuss kinds of communication and their appropriateness.**

**Ans.** Communication is the process of conveying information, ideas, thoughts, feelings, or messages between individuals or groups. There are various kinds of communication, each with its own characteristics, purposes, and appropriateness in different contexts. Here are some common kinds of communication along with suitable examples and discussions of their appropriateness:

**Verbal Communication:**

Verbal communication involves using spoken words to convey messages. This can occur in face-to-face conversations, phone calls, presentations, and meetings. It includes both formal and informal communication. Verbal communication is suitable for expressing complex ideas, providing instructions, and engaging in interactive discussions.

Example: A project manager explaining the scope and objectives of a new project to their team during a team meeting.

**Nonverbal Communication:** Nonverbal communication involves transmitting messages without using words. This includes body language, facial expressions, gestures, posture, eye contact, and tone of voice. Nonverbal cues can enhance or contradict verbal messages, and they are particularly important in situations where cultural differences are present.

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Example: A speaker smiling and maintaining eye contact with the audience while giving a motivational speech.

**Written Communication:** Written communication involves conveying information through written words. This includes emails, reports, memos, letters, and texts. Written communication allows for the careful crafting of messages and provides a documented record of the communication.

Example: Sending an email to a colleague summarizing the key points of a recent meeting and outlining action items.

**Visual Communication:** Visual communication involves using images, graphics, charts, and videos to convey information. This type of communication is effective for presenting data, illustrating concepts, and appealing to visual learners.

Example: Creating an infographic to showcase the results of a survey and highlighting key trends and findings.

**Interpersonal Communication:** Interpersonal communication focuses on one-on-one interactions and building relationships. It involves active listening, empathy, and mutual understanding. This type of communication is vital in personal relationships, as well as in professional settings that require collaboration and teamwork.

Example: A therapist engaging in a counseling session with a client to help them address their emotional challenges.



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**Group Communication:** Group communication involves interactions among multiple individuals. This can occur in team meetings, workshops, seminars, and group discussions. Effective group communication requires managing diverse viewpoints and fostering collaboration.

Example: Facilitating a brainstorming session among team members to generate innovative ideas for a marketing campaign.

**Formal Communication:** Formal communication follows established hierarchies and structures within an organization. It often includes official documents, policies, and procedures. Formal communication is appropriate for conveying serious matters, sharing official announcements, and maintaining consistency in corporate messaging.

Example: Distributing a company-wide memo outlining changes to the organization's benefits policy.

**Informal Communication:** Informal communication occurs without predefined structures and is more relaxed in nature. It includes casual conversations, water-cooler chats, and social interactions. Informal communication is suitable for building rapport, sharing personal experiences, and fostering a sense of camaraderie.

Example: Employees discussing weekend plans during a break in the office cafeteria.



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**Digital Communication:** Digital communication involves using technology to exchange messages. This includes emails, instant messaging, social media, and video conferencing. Digital communication offers speed and convenience but may lack the nuance of face-to-face interactions.

Example: Holding a virtual team meeting using video conferencing software to discuss project updates with remote team members.

**Cross-Cultural Communication:** Cross-cultural communication involves interactions between people from different cultural backgrounds. It requires sensitivity to cultural norms, values, and communication styles to avoid misunderstandings.

Example: Negotiating a business deal with international partners while considering cultural differences in communication and decision-making approaches.

The appropriateness of each kind of communication depends on factors such as the nature of the message, the audience, the context, and the desired outcome. For instance, a formal email might be suitable for conveying official information to a large group, while informal face-to-face communication might be more appropriate for providing constructive feedback to a colleague. Effective communicators are skilled at selecting the most suitable communication mode for the given situation to ensure clear understanding and meaningful engagement.



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Ques.9 Write an e-mail to your friend sharing your carrier goals. Give appropriate reasons for your choice and how that would be meaningful for the society at large.

Ans. Subject: Sharing My Career Goals and Aspirations

Hey [Friend's Name],

I hope this email finds you well! I wanted to take some time to share with you my current career goals and aspirations, as I believe they not only align with my personal interests but also hold potential for making a positive impact on society.

After much reflection and consideration, I have decided to pursue a career in environmental sustainability and renewable energy. There are a few reasons behind this choice that I'd like to share with you:

**Passion and Personal Interest:** I've always had a deep fascination with the natural world and a genuine concern for the environmental challenges our planet faces. This passion drives me to want to contribute in a meaningful way to the preservation of our environment.

**Addressing Global Challenges:** Climate change, pollution, and resource depletion are pressing issues that require urgent attention. By working in the field of environmental sustainability, I believe I can be a part of finding innovative solutions to these challenges, helping to create a healthier and more sustainable future for generations to come.



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**Meaningful Impact:** What's really motivating for me is the potential to make a tangible and lasting impact on society. By advancing renewable energy technologies, promoting eco-friendly practices, and advocating for sustainable policies, I hope to contribute to a shift towards cleaner energy sources and more responsible consumption patterns.

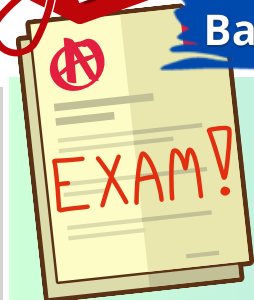
**Interdisciplinary Opportunities:** The field of environmental sustainability offers a wide range of opportunities for collaboration and learning across various disciplines. From engineering and technology to policy-making and social advocacy, I'm excited about the chance to work with diverse professionals who share a common goal.

**Personal Fulfillment:** Beyond professional success, I believe that working towards a cause I deeply care about will bring me a sense of personal fulfillment and purpose. Knowing that my efforts contribute to positive change will keep me motivated and engaged throughout my career.

In considering the impact on society at large, I believe that by actively working towards a more sustainable and renewable future, I can contribute to:

Reducing carbon emissions and mitigating the effects of climate change.

Promoting energy independence and security through renewable sources like solar, wind, and hydroelectric power.

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Encouraging responsible resource management and conservation, which will benefit both current and future generations.

Inspiring others to adopt eco-friendly practices and consider the environmental implications of their choices.

I am excited about the journey ahead and the potential to learn and grow in a field that holds such significance for the world. Your support and friendship mean a lot to me, and I wanted to share this important decision with you.

Please let me know your thoughts, and I'd love to hear about your own aspirations and plans as well.

Take care and talk soon!

Warm regards,  
[Your Name]

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