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Subject : Business Communication

ASSIGNMENT: BUSINESS COMMUNICATION

1. Read the following passage carefully and answer the questions given below it.

In all aspects of life, effective communication is critical to success. Particularly beneficial for those in positions of leadership and management, almost all aspects of work and functionality are affected by communication. Training specialists Brad Humphrey and Jeff Stokes identify communication skills as being among the most important skills for modern supervisors.

Andrew Posner, a career counsellor, advises that employees looking for career advancement require such “transferable skills” as the ability to “analyze, write, persuade, and manage”.

Effective leaders are able to use a wide variety of media and strategies to communicate. They are not only skilled at using verbal communication skills, but they are also adept at reading nonverbal cues. Great leaders collaborate to foster harmony and amicability at work and help teams achieve organizational objectives, in addition to writing regular and constructive messages, gathering and conveying information, and making informed decisions for better productivity. Additionally, they collect useful information through informal networks such as the company grapevine; they can communicate effectively and persuasively in core groups and formal presentations; and they write with conviction. Relying on the latest systems and technology to improve their day-to-day operations, modern-day managers employ modern collaborative software like Skype and Google Docs, TeamViewer to communicate more efficiently in real time with their colleagues all over the world. In today's world, apart from using e-mail as a competent communication tool, Managers are also using social media networks to launch, promote, and collaborate with potential clients and customers. Online collaborative post- It notes are a great way to share ideas within a team.

In contrast to the traditional methods like newsletters, flyers, and brochures, modern-day managers are enhancing their professional reach exponentially by writing professional e-mails, relevant WhatsApp messages, effective business blogs, informative podcasts, and so on to connect with a wide variety of stakeholders. However, depending on the purpose and scope of your writing, having your authentic voice and personal style to communicate with different individuals and groups is even more essential. Clear and honest communication can strengthen relationships at the workplace. Leaders need to keep themselves abreast with the latest motivational theories and leadership models to help create a stable system and philosophy for their business enterprise viable in their indigenous surroundings. It's imperative on the part of managers to acknowledge the contribution of employees now and then by generously offering words of appreciation such as “thank you”, “great job”, “commendable effort”, “laudable effort”, etc. These kinds of expressions recognize individual effort, increase loyalty, and inspire people to work even harder. In a survey by McKinsey Quarterly in 2009, it was stated that praise from immediate superiors can empower and motivate employees.

Delayed feedback, stilted and rude content, delayed action; fewer personal pronouns can mark a manager's expression discourteous, impolite, and offensive. However, putting a focus

on interpersonal relations, conversational tone, immediate feedback, prompt action, and usage of

more personal pronouns, simpler yet colloquial expressions can bring the manager closer to his subordinates and other members of the organization. “You” is more preferable than “I” or “We” in most instances. The use of more positive words can draw a more encouraging response from the listeners.

a) Now answer the following questions:

i) What is the role of great leaders in a company? Discuss. (2 marks)

Answer: Great leaders spark visions, build teams, show strategic decision-making, foster a culture, and fuel performance. Great leaders create a thirst for change, develop others among them, and empower the organization to be successful in accomplishing their goals while developing employees for growth in a healthy working environment. An example of this is Microsoft and the current leader, Satya Nadella. He is leading Microsoft, an organization considered to be among the most innovative, empathetic, and fast-growing in the world, through continuous cultural transformations and innovation in cloud computing.

ii) What does the writer mean by “ --- they are also adept at reading nonverbal cues.” (2 marks)

answer: The author refers to the person recognizing body language, facial expressions, and other nonverbal cues to gauge others’ feelings or interactions without speaking. For instance, Southwest Airlines personnel can read passengers’ nonverbal cues to provide better customer service.

iii) How do managers communicate with their clients and customers in today’s world? (2 marks)

answer: Today, managers can hire a variety of dimensions to speed up, clarify, and drive consistency across their communication, both digital and traditional - emails, video calls, messaging applications, social media, phone calls, and customer relationship management. For example, Apple uses a customer support application for customers, and Nike connects with their customers through personalized emails and social media conversations.

iv) Discuss what managers should not do while communicating and why. (2 marks)

Answer: Managers should not engage in active listening, use phrases that lack clarity, and adopt negative body language, as these behaviors can signal misunderstandings, lower teacher trust, and dissipate employee engagement. For example, if a manager disregards team feedback without considering it, the manager runs the risk of diminishing morale for later when they ask for feedback.

v) Give an appropriate title to the passage and give reasons for your choice. (2 marks)

answer: "Leadership Communication in the Digital Age"

b) Pick out words from the passage which mean the same as the following: (6 marks)

i) crucial (paragraph 1)

ii) Skillful (paragraph 2)

iii) pleasant behaviour which brings about goodwill (paragraph 2)

iv) to a great extent (paragraph 3)

v) local context(paragraph 3)

vi) informal (paragraph 4)

c) What have you learnt from the above passage about communication at the workplace? Give your personal views. (4 marks)

Answer: I have come to appreciate through this reading that effective communication is a basic skill that is necessary for workplace success, particularly for leaders and managers. Effective communication is more than just good speaking or writing, and includes listening to co-workers through non-verbal communication, appreciating them, using an effective tone, and communicating in different ways depending on the audience. We now have a multitude of tools like Skype, Google Docs, WhatsApp App, and social media that allow for collaborative communication almost instantly, and in real-time, regardless of location! I believe that communication helps create the work culture - leaders who are approachable, honest, show appreciation, and have a practical knowledge of technology will inspire loyalty and productivity in their employees. It is also important to consider that it is not just what is said, but how, when, and the medium in which it is said. I have learned that a genuine, casual tone and timely feedback are impactful, and as a result, there will be stronger teams and more motivated employees.

2. Write short notes on any two of the following. Give examples: (20 marks)

i) Importance of Small Talk in Business

ii) Write a job profile of your mother/father

iii) Types of internal communication with

iv) Characteristics of a good report

ANSWER: Write a job Profile of my mother short Note.

Sustainable household manager

My mom is a terrific multitasker. She has a way of doing her household chores in a way that embraces sustainability. I see that she prepares meals that produce the least amount of waste possible. She collects water she uses to water the garden. She restricts the amount of vegetable waste in her compost. My mom makes homemade household cleaners instead of using chemical ones from a store. All moms use the sun to dry clothes to save energy. My

mom used a cloth bag, which uses less plastic. She even recycles past goods and thus reuses discarded material, familiarizing the family with environmentally conscious behaviours. My mom does the work that results in an organized, low-impact, and grounded household.

Types of internal communication with

Internal communication refers to the exchange of information within an organization to maintain employee focus, efforts, organization, engagement, and operational fluidity. It is therapeutic to the organization and employees by creating an organizational culture that fosters productivity, connection, and collaborative opportunities amongst employees. Internal communication can be complex because there are many forms of communication taking place simultaneously and for various purposes.

1. Vertical communication happens across various levels of the organization. It may be either upward (subordinate communication to management for feedback, reports, suggestions, etc.) or downward (management communication to staff for instructions, policies, announcements, etc.).
2. Horizontal communication occurs across the same level in the organization (employee to employee, department to department), and serves to coordinate with one another, team members, and departments to solve and resolve problems.
3. Formal communication occurs through official means of communication, like email, memo, report, or meetings. These should be adequately documented and followed up on to provide clarity and accountability.
4. Informal communication, popularly referred to as "grapevine" communication, occurs in casual conversation, through or to contingent networks of employees. Informal communication travels quickly but can create misunderstandings if not managed carefully. For example, in casual conversation amongst employees in obscure and restricted locales.
5. Digital communication via emails, the internet, and messaging applications has become so comfortable for most employees that they need to be cautious and diligent to communicate efficiently and effectively with many people in this manner. Digital communication facilitates collaborative communication in real-time, virtually, at work, or where employees engage with each other in the same space.

Collectively, internal communication creates, enhances, or diminishes trust, creates confusion or clarity of where the organization is going and how. It strengthens or destabilizes the organizational purpose, mission, vision, and values, as well as reinforces or diminishes the organizational brand. Further, internal communication sustains and drives operational excellence and success.

3a. Complete the following company profile with either the present perfect or past simple tense of the verbs in brackets: (10 marks)

William Colgate **founded**....(found) the Colgate Company in 1806 as a starch, soap, and candle business in New York City. For the first one hundred years, the company **Did**...(do) all

its business in the United States. However, in the early 1900s, the company **began** (begin) an aggressive expansion programme that **led** (lead) to the establishment of Colgate operations in countries throughout Europe, Latin America, and the Far East. Recently, it **has** (set up) operations in Turkey, Pakistan, Saudi Arabia, Eastern Europe, and China. Colgate-Palmolive **has become** (become) a truly global consumer products company, worth \$6.6 billion and selling in more than 160 countries.

Colgate-Palmolive's five main sectors of business are: Oral Care, Body Care, Household Surface Care, Fabric Care, and Pet Nutrition and Health Care. In the area of Oral Care, Colgate-Palmolive is the world leader in toothpaste. Since 1980, the company **has increased** (increase) its share of this market by more than 12% to over 40% today. Oral care revenues **have grown** (grow) significantly in recent years and in 1991, they **exceeded** (exceed) \$1.3 billion. As a result of the company's heavy investment in research and technology, it **has developed** (develop) many successful toothpastes, rinses and toothbrushes.

3b. Here are the answers to some questions. What are the questions? (5 marks)

i **When did you join the company?**

I joined the company six years ago.

ii **What was your first job?**

I was an office assistant.

iii **Which department did you work in?**

I worked in After-sales.

iv **How long did you work in that department?**

I worked in that department for 18 months.

v **Where was your first workplace located?**

It was just 6 km from my home.

3c Complete these sentences with the correct comparative or superlative form of the adjectives in brackets. (5 marks)

i IBM is one of the **biggest** (big) computer companies in America.

ii A notebook computer is **more expensive** (expensive) than a desktop one.

iii I think a desktop computer is **better** (good) than a Notebook.

iv In my opinion, the telephone is the **most important** (important) piece of office equipment.

v The **fastest** (fast) way to contact a client is by phone.

1. You recently moved to a new city on a job transfer. Write an email to your friend informing him of this move. In your email: (20 marks)

- Describe the new city
- Explain how life in this city is different compared to the previous city
- Invite your friend and family to visit you in the new city
- Say what your new job profile is.

Subject: Big News - I Have Moved to a New City!

Hi Dixit

I hope you are doing well. I have some exciting news to share - I have moved to a new city because of work! I was offered a new job, with a new opportunity to relocate as part of it. Now, I live in New York. It has been quite a change from what I am used to. The city is alive and full of energy, but there is a ton to explore. I'm still getting settled, but I have started to find some really neat places to go. My job has been going well so far. I have a good team, and they are welcoming. The work has also been challenging, but rewarding. It feels like a new beginning. I am looking forward to the future. I miss seeing you regularly, though! We should try and catch up soon - I would love to schedule a video call over the weekend! And maybe one day you will take a trip this way, and I have a place for you to stay. I look forward to hearing what is new with you!

Best Regards

Cherry

Write a dialogue, in about 20 turns, between two friends discussing what professions they would like to get into in their lives after completing their education

1. **Aman:** Hey Livjot, have you thought about what you want to do after college?

2. **Livjot:** Yeah, I've been thinking about it a lot lately. I'm leaning toward becoming a software developer. What about you?

3. **Aman:** That's cool! I've always seen you enjoy coding. I think I want to become a psychologist.

4. **Livjot:** A psychologist? That's interesting. What made you choose that?

5. **Aman:** I've always been fascinated by how the mind works. Plus, I want to help people deal with their problems in a meaningful way.

6. **Livjot:** That makes a lot of sense. You're a great listener, so I think you'd be good at it.

7. **Aman:** Thanks, Livjot! I think you'd be great at software development too. You've always been good with logic and solving problems.

8. **Livjot:** Appreciate that! But sometimes I wonder if I should try something more creative, like game design.

9. **Aman:** Oh, that would suit you too! You're always coming up with cool ideas for stories and characters.

10. **Livjot:** True. But game design feels a bit risky. What if I can't find a stable job in that field?

11. **Aman:** That's a valid concern. But I think if you're passionate about it, you should give it a shot. You could start small and build your way up.

12. **Livjot:** Yeah, maybe I could freelance at first or start a side project. What about you—do you think psychology will be a stable career?

13. **Aman:** It can be, especially if I specialize in clinical or counseling psychology. But I'm also open to working in schools or even doing research.

14. **Livjot:** Research sounds pretty intense. Are you okay with that much reading and writing?

15. **Aman:** Honestly, I enjoy it. I like analyzing data and learning how people behave in different environments.

16. **Livjot:** That's awesome. I wish I liked reading research papers as much as you do.

17. **Aman:** Haha, well, we all have our strengths. You get excited debugging code—who does that?

18. **Livjot:** Guilty! Debugging feels like solving a mystery. It's oddly satisfying.

19. **Aman:** See? That's why you're meant to be in tech. I think as long as we follow what we genuinely enjoy, we'll find success.

20. **Livjot:** Agreed. Here's to finding careers that don't just pay the bills, but also make us happy.