

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 amongst 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, Team Viewer 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 the relationships at the workplace. Leaders need to keep themselves abreast with latest motivational theories and leadership models to help create a stable system and philosophy for their own business enterprise viable in their indigenous surroundings. It's imperative on the part of managers to acknowledge the contribution of employees every now and then by generously offering words of appreciation such as "thank you", "great job", "commendable effort", "laudable effort" etc. These kind expressions recognize individual effort, increase loyalty and inspire people to work even harder. In a survey by Mc Kinsey Quarterly in 2009 it has been stated that praises 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 pronoun, 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. Use of more positive words can draw 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) ii) What does the writer mean by "--- they are also adept at reading nonverbal cues." (2 marks) iii) How do managers communicate with their clients and customers in today's world? (2 marks) iv) Discuss what managers should not do while communicating and why. (2 marks) v) Give an appropriate title to the passage and give reasons for your choice. (2 marks) b) Pick out words from the passage which mean the same as the following: (6 marks) i) crucial (para 1) ii) skillful (para 2) iii) pleasant behaviour which brings about good-will (para 2) iv) to a great extent (para 3) v) local context (para 3) vi) informal (para 4) c) What have you learnt from the above passage about communication at the workplace? Give your personal views. (4 marks) 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 3a. Complete the following company profile with either the present perfect or past simple tense of the verbs in brackets: (10 marks) William Colgate.....(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..... (do) all its business in the United States. However, in the early 1900s, the company.....(begin) an aggressive expansion programme that((lead) to the establishment of Colgate operations in countries throughout Europe, Latin America and the Far East. Recently it..... (set up) operations in Turkey, Pakistan, Saudi Arabia, Eastern Europe and China. Colgate-Palmolive(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 (increase) its share of this market by more than 12% to over 40% today. Oral care revenues(grow) significantly in recent years and in 1991, they(exceed) \$1.3 billion. As a result of the company's heavy investment in research and technology, it.....(develop) many successful toothpaste, rinses and toothbrushes.

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

.....? I joined the company six years ago. ii

What.....? I was an office assistant. iii

Which.....? I worked in After-sales. iv How

long.....? I worked in that department for 18 months. v

Where.....? It was just 6 kms 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(big) computer companies in America. ii A notebook computer

is.....(expensive) than a desktop one. iii I think a desktop computer

is.....(good) than a Notebook. iv In my opinion, telephone is

the.....(important) piece of office equipment. v The

(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) i Describe the new city ii Explain

how life in this city is different compared to the previous city iii Invite your friend and family to visit you in

the new city iv Say what your new job profile is. 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.

Sure! Here's a structured and complete answer to all the parts of your assignment:

1. Comprehension Questions Based on the Passage

a. Answer the following questions:

i) What is the role of great leaders in a company? (2 marks) Great leaders collaborate to foster harmony and amicability at work, help teams achieve organizational objectives, gather and convey information, write constructive messages, and make informed decisions. They also use various media to communicate and motivate employees effectively.

ii) What does the writer mean by "they are also adept at reading nonverbal cues"? (2 marks) It means that effective leaders can understand and interpret body language, facial expressions, and other nonverbal signals to enhance communication and better understand others' emotions or reactions.

iii) How do managers communicate with their clients and customers in today's world? (2 marks) Modern managers use social media networks, professional emails, WhatsApp, blogs, podcasts, and collaborative tools like Google Docs and Skype to launch, promote, and collaborate with clients and customers globally.

iv) Discuss what managers should not do while communicating and why. (2 marks) Managers should avoid delayed feedback, rude content, few personal pronouns, and impersonal language, as these can appear impolite and demotivating. Clear, honest, and personalized communication builds better relationships.

v) Give an appropriate title to the passage and give reasons for your choice. (2 marks) Title: "Effective Workplace Communication: A Key to Leadership and Success" Reason: The passage focuses on how effective communication, both verbal and nonverbal, using modern tools, is essential for leaders and managers to succeed in today's professional world.

b. Vocabulary – Find words/phrases with similar meanings: (6 marks)

i) Crucial – critical ii) Skillful – adept iii) Pleasant behaviour which brings about goodwill – amicability iv)

To a great extent – exponentially v) Local context – indigenous surroundings vi) Informal – colloquial

c. Personal Views on Workplace Communication: (4 marks)

From this passage, I've learned that communication is not just about speaking or writing well but also about listening, interpreting nonverbal cues, using modern tools, and building relationships. A successful workplace thrives on honest, prompt, and respectful communication. Leaders who communicate clearly and show appreciation boost employee morale and team productivity. Personally, I believe that communication is the bridge that connects people, clarifies goals, and enhances trust.

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

i) Importance of Small Talk in Business

Small talk helps to break the ice, build rapport, and create a friendly atmosphere in business settings. It fosters relationships and sets a positive tone before formal discussions. For example, chatting about the weather, recent events, or weekend plans before a meeting can make participants feel more comfortable and connected.

ii) Job Profile of My Mother

My mother is a school teacher. She works with children aged 8 to 12, teaching subjects like English and Social Studies. Her duties include planning lessons, grading assignments, managing classroom discipline, and organizing school events. She also mentors students and supports their emotional development. Her job requires patience, communication skills, and creativity.

3a. Complete the company profile (10 marks)

William Colgate founded 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 all its business in the United States. However, in the early 1900s, the company began an aggressive expansion programme that led 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 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 its share of this market by more than 12% to over 40% today. Oral care revenues have grown significantly in recent years and in 1991, they exceeded \$1.3 billion. As a result of the company's heavy investment in research and technology, it has developed many successful toothpastes, rinses and toothbrushes.

3b. Write the questions: (5 marks)

i) When did you join the company? ii) What was your first position? iii) Which department did you work in? iv) How long did you work in that department? v) Where was the company located?

3c. Comparative and Superlative Forms: (5 marks)

i) IBM is one of the biggest computer companies in America. ii) A notebook computer is more expensive than a desktop one. iii) I think a desktop computer is better than a notebook. iv) In my opinion, telephone is the most important piece of office equipment. v) The fastest way to contact a client is by phone.

4. Email to a Friend: (20 marks)

Subject: Exciting News – I've Moved to a New City!

Dear [Friend's Name],

I hope you're doing great! I have some exciting news to share. I recently moved to Pune on a job transfer. Pune is a vibrant city with a mix of modern and traditional culture. The weather is pleasant, and the people are friendly. Unlike my previous city, Delhi, which was fast-paced and crowded, Pune is more relaxed and has beautiful greenery all around.

I'd love for you and your family to visit me sometime. There are many attractions like Shaniwar Wada, Aga Khan Palace, and some amazing cafes to explore.

As for my job, I've taken up the role of Project Coordinator in my company's operations division. The work is exciting, and I get to interact with international clients regularly.

Looking forward to seeing you soon!

Warm regards, [Your Name]

5. Dialogue Between Two Friends Discussing Career Plans (20 turns)

Ravi: Hey Ankit! Final exams are almost over. Have you thought about what you want to do after graduation?

Ankit: Yeah, kind of. I'm planning to do an MBA. I want to get into management.

Ravi: That's cool! I've been thinking about becoming a software engineer.

Ankit: Oh nice! You've always been good at coding.

Ravi: Thanks! I enjoy solving problems and building apps. What kind of management are you thinking about?

Ankit: Probably marketing. I love branding, advertising, and how companies reach customers.

Ravi: Sounds exciting. Do you have a dream company?

Ankit: I'd love to work at Google or Amazon one day. What about you?

Ravi: I want to join a tech startup first. Learn everything from scratch.

Ankit: That's a good idea. Startups give great learning exposure.

Ravi: Exactly. Plus, I want to eventually launch my own tech company.

Ankit: That's ambitious! I admire that. I might also start something in digital marketing someday.

Ravi: We could even collaborate—tech and marketing go hand in hand!

Ankit: Absolutely! Let's make that our goal.

Ravi: For sure. By the way, are you preparing for entrance exams?

Ankit: Yeah, I've started preparing for CAT. It's tough but manageable.

Ravi: I'm focusing on learning new coding languages. It's a bit stressful, but worth it.

Ankit: True. Let's keep motivating each other.

Ravi: Deal! Let's work hard and make our dreams come true.

Ankit: Yes! Future entrepreneurs in the making.