

## **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 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)**

Great leaders collaborate to foster harmony and amicability at work, help teams achieve organizational objectives, write regular and constructive messages, gather and convey information, and make informed decisions for better productivity. They also communicate effectively in both informal and formal settings and use modern tools to enhance communication and teamwork.

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

The writer means that effective leaders are **skilled at understanding nonverbal signals**, such as body language and facial expressions, which helps them communicate more effectively and understand their team members better.

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

Managers communicate through professional e-mails, WhatsApp messages, business blogs, informative podcasts, social media networks, and online collaborative tools to promote, launch, and collaborate with clients and customers in real time across the globe.

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

Managers should not give delayed feedback, use stilted or rude content, or use fewer personal pronouns, as these make communication seem discourteous, impolite, and offensive. Such behavior creates distance between managers and their teams and reduces the effectiveness of communication.

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

**Title:** Effective communication a key to modern leadership

**Reason:** The passage emphasizes how essential communication is in leadership and management roles, including the use of modern tools, nonverbal cues, personal tone, and appreciation to foster strong workplace relationships and productivity.

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

- i) **crucial (para 1)** - important
- ii) **skillful (para 2)**- adept
- iii) **pleasant behaviour which brings about good-will (para 2)** - amicability
- iv) **to a great extent (para 3)** - exponentially
- iv) **local context(para3)** – Indigenous surroundings
- vi) **informal (para 4)** - colloquial

c) **What have you learnt from the above passage about communication at the workplace?**

**Give your personal views.**

(4 marks)

From the passage, I have learnt that communication is a fundamental part of effective leadership and workplace success. It is not limited to just verbal skills but also includes nonverbal cues, writing with clarity, and using modern digital tools. Good communication helps leaders build strong relationships, promote teamwork, and motivate employees. I also realized how important it is to use a polite and personal tone—like using “you” instead of “I”—and to give regular feedback and appreciation to team members.

In my personal view, communication at the workplace should be clear, respectful, and timely. When managers use friendly and positive language, it encourages openness and trust. I also believe that using modern tools like emails, messaging apps, and collaborative platforms can make communication faster and more effective, especially in global teams. Ultimately, strong communication leads to a more productive, motivated, and connected workplace.

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

### **i) Importance of Small Talk in Business**

Small talk refers to light, informal conversation that helps break the ice and build rapport between people. In business, small talk is important as it creates a friendly atmosphere, eases tension, and builds trust before more formal discussions begin.

#### **Importance:**

- **Builds relationships:** A simple conversation about the weather, travel, or current events can open up communication and establish comfort.
- **Encourages networking:** It helps professionals connect in conferences, meetings, or events.
- **Enhances teamwork:** Regular small talk in the office encourages better collaboration and a positive work culture.

#### **Example:**

Before starting a business meeting, a manager might say, “How was your weekend?” or “Did you

watch the match last night?" This relaxes participants and creates a more open and engaging environment.

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#### iv) Characteristics of a Good Report

A good report is a clear, well-structured document that presents facts, findings, and recommendations based on research or observation.

##### Characteristics:

- **Clarity and Simplicity:** The language should be easy to understand, without jargon or unnecessary complexity.
- **Logical Structure:** It should include a title, table of contents, introduction, main body, conclusion, and references.
- **Objectivity:** The report should be unbiased and based on facts.
- **Accuracy:** All data, figures, and information must be correct and verified.
- **Conciseness:** A good report is brief yet informative, without irrelevant content.
- **Visual Support:** Use of charts, tables, or graphs to make the report more understandable and appealing.

##### Example:

A sales report for the month may include sales figures, comparison with targets, analysis of performance, and suggestions for improvement.

#### 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**..... (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 .....**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 toothpaste, rinses and toothbrushes.

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

- i When you joined the company.....?  
I joined the company six years ago.
- ii What is your position..... ?  
I was an office assistant.
- iii Which is your department..... ?  
I worked in After-sales.
- iv How long have you worked in that department..... ?  
I worked in that department for 18 months.
- v Where is the company..... ?  
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 .....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, 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)**

- 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.

**Subject:** Moved to a New City – Let's Catch Up Soon!

Dear [Friend's Name],

I hope this email finds you and your family in great health and spirits. I wanted to share some exciting news — I've recently moved to **Bangalore** on a job transfer!

Bangalore is a vibrant and fast-paced city, often called the Silicon Valley of India. It's full of greenery, modern cafes, tech parks, and a lively culture. The weather here is pleasant throughout the year, which is a refreshing change from the humid climate back in **Mumbai**.

Life here is definitely different. Unlike Mumbai's hustle and packed trains, Bangalore feels more relaxed and organized. People seem to enjoy a more balanced lifestyle. The roads are

wider (though traffic is still a thing!), and weekends are usually spent at nearby hill stations or brunching in quirky cafés.

I'd love for you and your family to come visit me sometime. There's so much to explore here — from Cubbon Park and Lalbagh to the art galleries, shopping malls, and amazing food joints. I'm sure the kids would love it too!

As for work, I've been promoted to **Senior Project Manager** in the IT division of my company. My role now involves handling cross-functional teams, managing international clients, and ensuring timely delivery of tech solutions. It's a great learning curve, and I'm really enjoying the responsibility.

Do write back soon. I miss our weekend get-togethers and your famous homemade biryani! Looking forward to seeing you all here sometime soon.

Warm regards,  
[Your Name]

**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.**

**Amit:** Hey Riya! Only a few more months till we graduate. Have you thought about what you want to do after college?

**Riya:** Hi Amit! Yes, I've been thinking a lot about it lately. I'm planning to become a psychologist. What about you?

**Amit:** That's interesting! I didn't know you were into psychology. I'm actually leaning towards becoming a software engineer.

**Riya:** Oh wow, that suits you. You've always been good at coding and logical thinking. Why software engineering?

**Amit:** I love technology, and I enjoy solving problems using code. Plus, there are so many opportunities in the tech field nowadays.

**Riya:** That's true. And with AI and data science growing, you'll have lots of exciting career paths.

**Amit:** Exactly. So, why psychology for you?

**Riya:** I've always been curious about how the human mind works. And I want to help people who are struggling mentally or emotionally.

**Amit:** That's really admirable, Riya. We definitely need more mental health professionals in our country.

**Riya:** Thank you! I want to specialize in child psychology. I think early support can really shape a person's future.

**Amit:** That makes a lot of sense. Kids go through a lot these days, especially with academic pressure and social media.

**Riya:** Yes, and I feel I can make a difference by listening and guiding them properly.

**Amit:** I'm sure you'll be great at it. Have you looked at universities for your master's yet?

**Riya:** Yes, I'm considering Delhi University or TISS. What about you? Any plans for higher studies?

**Amit:** I might go for a master's in computer science abroad—maybe in Canada or Germany.

**Riya:** That sounds exciting! Are you preparing for the applications?

**Amit:** Yep, I've started brushing up for the IELTS and working on my SOP. Fingers crossed!

**Riya:** You'll do great. I think we're both on the right path.

**Amit:** Definitely. Whatever happens, let's promise to support each other and stay in touch.

**Riya:** Of course! Who knows, one day I might need an app to support my therapy sessions—and you'll be the one to build it!

**Amit:** Deal! Future partners in tech and therapy!

**Riya:** Sounds like a plan. Let's chase our dreams, one step at a time.