

Assignment: Business Communication

1. Comprehension

a) Answer the following questions:

i) What is the role of great leaders in a company?

Great leaders in a company promote harmony and teamwork, help achieve organizational goals, communicate effectively, and inspire their teams.

ii) What does the writer mean by "they are also adept at reading nonverbal cues"?

It means that effective leaders can understand people's feelings and attitudes by observing body language, facial expressions, and tone of voice.

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

Modern managers use emails, social media, video calls (like Skype), online tools (like Google Docs and Team Viewer), and mobile apps to communicate with their clients and customers.

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

Managers should avoid delayed feedback, impolite or stilted content, fewer personal pronouns, and rude expressions. They should also avoid being too formal or too casual, and should not use jargon or technical terms unnecessarily.

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

Title: Effective Workplace Communication in Modern Leadership

Reason: The passage discusses how communication has evolved and emphasizes the role of communication in leadership.

b) Vocabulary (Synonyms):

i) Crucial – Critical

ii) Skillful – Adept

iii) Pleasant behaviour which brings about good-will – Amicability

iv) To a great extent – Exponentially

v) Local context – Indigenous surroundings

vi) Informal – Colloquial

c) Personal Views:

From the passage, I've learned that workplace communication is not just about sending messages; it's about fostering a positive and productive work environment.

2. Short Notes

i) Importance of Small Talk in Business:

Small talk is essential in business as it helps break the ice, build rapport, and create trust among colleagues or clients.

iv) Characteristics of a Good Report:

A good report should be clear, concise, accurate, objective, well-structured, and visually appealing. It should have a logical flow and be easy to read.