



Subject: Business
Communication

Chapter: Unit 1 & 2

Category: Assignment Solution

Q1. Multiple choice questions – ANSWERS

1. Which of the following is not an example of Brain drain?
C – Riya does not follow the company's protocol of coming on time and dress code
2. Horizontal communication takes place between
C – Employees with same status
3. Appeals and representations are used in _____ communication
C – Upward
4. _____ refers to the special language of trade.
A – Jargon
5. Physical barriers to communication are :
A – Time and distance
6. When a group agrees to support and commit to the decision of the group, they have reached
A – a consensus
7. Which of the following statement is True?
B – The interviewer may steer the conversation into politics or economics. Try to avoid over answering
8. The official record of the proceeding of a meeting is known as _____
B – Minutes
9. _____ is done by drawing a list of the items of business to be transacted at the meeting.
D – Agenda
10. Which of the following is used as a visual aid for presentation?
B – Flip chart

Q.2A For interview what preparation has to be done by candidates. Explain. (5 marks)

Answer – In interview not only information and knowledge of the candidate assessed but the whole personality is assessed. The candidate must be physically, mentally and psychologically prepared for the interview.

PHYSICAL PREPARATION

1. The candidate is likely to be properly groomed and formally dressed. Clean and well-cut nails, properly combed hair, well-fitting clothes, neat footwear and a suitable handbag or brief case are the normal requirements of formal appearance.

2. Posture. The way a candidate carries him while standing, walking, sitting reveals a good deal about him. Self-confidence, nervousness or over-confidence, are all reflected in the posture and bearing of the candidate. Note your body movements, and take care to stop any bad habitual movements.

3. Good etiquette is necessary for interview. The candidate must know what the suitable greetings are for the day on a particular time.

- Do not offer to shake hands unless it is offered by an interviewer.
- Do not sit until you are asked to sit down. If you are not asked to sit then take permission from interviewer to sit.
- Take care, while handling the chair. It should not be dragged noisily. Sit comfortably and with good posture.
- If you have large briefcase, put it down on the floor near the chair. If you have small one then keep it on your lap. Be comfortable and well-practiced in handling your bag.
- Do not put elbows or hand on the table. Practice keeping hands comfortably when you are not using them.
- Maintain comfortable posture throughout the interview.
- At the end of the interview, remember to thank the interviewers and wish them Goodday.

MENTAL PREPARATION

1. It is advisable to new job-seekers, that they revise concern subjects. Knowledge in the field of specialization must be up-to-date, take a look at your bio-data and be prepared to give more information about your interest.

2. Important current issues in the country and in the world will be asked at the time of interview. Regular reading of newspapers, listening to TV news and discussion on current issues are suggested.

3. Information about the company where you go for interview, its owners/boards of directors, its product or services, its turnover, share capitals, market value etc. are available in the company's annual report or it is also available at the internet. The candidate must find out such information as possible about the company whose employment he seeks.

PSYCHOLOGICAL PREPARATION

1. Honesty and openness in answering questions is the best policy. Dishonesty generally makes a bad impression in the mind of the interviewers. It is better to admit inability to answer a question than to pretend and guess answer.

2. Inability to discuss a topic makes a bad impression. If there is any topic that seems too embarrassing to talk about, it is useful to read up information on it and talk about it objectively to a few friends for practice.

3. Salary is a topic that must be discussed at the time of interview. It is important to talk about the compensation package without appearing to be bargaining, or being driven or defeated.

4. A candidate must have the clarity of purpose and determination to want to know her/his prospects in the organization. Information about the nature of duties, working time, deduction, future prospects, other benefits and any of the desired information must be received before leaving.

SELF EVALUATION

1. Anyone who wants to be successful in life must make a good self-evaluation. Knowledge of one's strengths and weaknesses is very useful in gaining self-confidence.

2. It takes time and should be done carefully and patiently by candidates.

3. Parents and close friends can help in pointing out faults or limitation and in correcting them and also in finding out strong points and strengthening them.

4. Coming to terms with oneself, knowing how to deal with one's faults, and how to make good use of one's talents and skills is excellent preparation for an interview. It adds a great deal of self-confidence and poise to the personality.

Q.2B Write a note on business etiquettes (5 marks)

Answer – Etiquette is a very important factor in determining the success or failure of a business or a person. Etiquette is the way a person presents himself to others, being comfortable and making other people around comfortable. Good business etiquettes are the recipe of success. It is very important to practice good manners and etiquettes in order to succeed in your business, be looked by people and maintain good relationships with clients, customer and employees.

It is easier to make money than to earn respect and accolade from people who know and interact with you like colleagues and employees. Life will definitely be easier if you follow the following tips on business etiquettes:

- Make sure to treat each person you interact no matter what his or her position in the corporation, with respect and make it a rule to be pleasant to everybody no matter what the situation is.
- Before an event, use your address book or your “people database” to refresh your memory about the people you are likely to meet.
- Apologize when you step on toes.
- Let people know that you appreciate what they do which will boost morale and improve work quality.
- Keep records of people who matter to you and acknowledge if they receive a promotion and wish them on their birthday, anniversary or any other occasions.
- When meeting make sure that all the participants know about the schedule, the objective of the meeting, matter that is to be discussed and the expected duration of the meeting.
- Distribution of minutes and summaries of meetings and thanking each participant after meeting is a basic courtesy.
- Always return calls, if you are unable to answer, have a polite message on the answering machine that will be returned at the easiest. Never be rude or impatient with anyone on the phone.
- Never make anyone wait, be it an employee or employer, or a business etiquette acquaintance. Never be late for a meeting or for work.
- Dress is also a very important aspect in maintaining good business etiquette. Businessmen have to appear impeccably groomed.
- Women have to dress appropriately and take care that they do not give a wrong impression to their colleagues. Proper care should be taken that can avert a lot of embarrassment.
- Make sure your employees practice good etiquettes to customers and to each other to be able to work in a friction free atmosphere. Smiling courteous service will definitely help to improve business and make a customer become regular.
- The fork goes on the left. The spoon and knife go on the right. Food items go on the left, so your bread plate is on your left.
- Drinks, including coffee cups, should be on the right.
- When sitting at a banquet table, you may begin eating when two people to your left and right are served. If you haven't been served, but most of your table has, encourage others to start. Reach only for items in front of you, ask that other items be passed by a neighbour.
- Offer to the left, pass to the right, although once things start being passed, go with the flow.
- Do not thank your hosts at the end of the meal. ‘Thank you’ is considered a form of payment and therefore insulting.

Q.2C Write brief notes on:

Answer – Body language means the changes that occur in the body position and movements that shows what the person is feeling or thinking. Much of it is involuntary and unconscious most persons are not aware of their body language. Body language can be divided into conscious and unconscious:

(i) Unconscious body language

Unconscious movements are of biological origin, acquired habit and cultural customs are as follows:

Biological: Certain body shapes, skin colour and features cause persons to have some kinds of gestures, expressions and postures. Besides, we constantly try to adjust and adapt our body to our environment which we may or may not find comfortable.

Habitual: Some movements and expressions are learnt as habit in the process of adapting oneself to the environment. They also arise from one's occupation which requires constant posture or movement of certain kinds. Certain speaking styles and phrases are also occupational habits.

Cultural: Customs like not sitting cross-legged before elders, not looking straight in the eye of elder or senior, are culture specific. Customs of receiving guests, introduction, and social conduct also include some gestures.

(ii) Conscious body language

Conscious movements, postures and voice modulations are deliberately used. Actors are specially trained for this, skilled communicators, especially good presenters also make conscious use of body language.

No one can gain full control of one's body language, but it is possible to enlarge one's awareness of one's body and gain a good deal of control on one's posture, movements and voice modulation. If we develop increased sensitivity to our own body language, our ability to read other's body language is increased.

Q.2D "For participation in group discussion one should require the balance of speaking and listening skills." Explain (5 marks)

Answer – For an effective participation in a group discussion, we require to improve our skills in speaking and listening both.

SKILLS FOR SPEAKER

1. **Command over the subject-matter:** For effective discussion we should know how to state our points that require specific attention and consideration. We should know how to explain, elaborate, compare, describe, illustrate, relate summarize and review matters. We should be well prepared for discussion having knowledge and information about the subject matter.
2. **Remarkable or impressive voice:** A participant should have a pleasant and amusing voice quality. He or she pronounces words with proper stress and accent. An impressive voice attracts other participants to hear what we speak.
3. **Pronunciation:** The participants should know how to modulate his or her voice with effective pronunciation combining stress on syllables pronunciation.
4. **Poise:** A general poise and bearing makes us to maintain our cool. A poise doesn't allow us to pronounce someone or on some point of view. The poise includes our attentiveness, calmness, a brevity attitude and confidence. All these help us participate efficiently in a discussion.
5. **Effective body language:** For effective participation in a discussion we should avoid too many gestures or body movements while speaking. Our body language should not display any antagonism, irritation, fatigue, panic, hurry or hesitation.

SKILLS FOR LISTENER

1. **Positive approach:** As listener also we should follow a positive approach for a useful discussion. We sincerely listen to others.
2. **Focused attitude:** Our mind should be on the subject matter or on the problem of the discussion. It helps to understand the speaker intention and also it makes easier to understand the particular topic.
3. **Systematic perception:** For effective participation in a discussion we should perceive the viewpoints expressed in the discussion. We should interpret the viewpoint and opinions of others rationally and objectively. We must listen to what others say and accordingly we should transform our views.
4. **Detailed analysis:** As a participant we should know how to listen, what to listen and get the right meaning. We should know how to generalize or interprets the information gathered. This should be done by a proper comparison between the old knowledge and the new facts listen in the discussion.

5. Body language: As a responsible listener in a discussion we should be frank, friendly in receiving the views and opinions of others. Our gestures, therefore, should not be of hostile kind. We should be frank and accommodating but indeed not defensive too.

Q.3A. Draft the minutes of a Board meeting at which the following items were taken up:

- (i) Appointment of Mr ABC as the Deputy Manager.
- (ii) Appointment of Bankers.
- (iii) Allotment of 600 Equity Shares to Mr XX
- (iv) Announcement of new branch opening.

Answer:

Satyam Limited
Minutes of the third Meeting of the Board of Directors
Held at the registered office of the company
(13, Mahatma Gandhi, Marg, Mumbai) at
4 p.m. on Tuesday, 25th August 2021

Present:

Sri V.P. Singh----- (Chairman)
Sri S.K. Srivastava----- (Director)
Sri G.M. Malhotra----- (Director)
Sri Pankaj Kumar----- (Director)
Sri S. Niyazi----- (Secretary)

Absent:

Sri D.K. Srivastava
Sri S. Malik

Declaration of the Chairman – Notice of the meeting having been given to all directors of the Corporation, the Board asked Mr. V.P. Singh to act as Chairman of the meeting.

Quorum – The Chairman noted that a quorum of the Board of Directors was present and declared the Meeting open for the transaction of business.

3.01 Appointment of Mr. ABC as the Deputy Manager

The Chairman informed the Board that for promotion, development and expansion of the company's business, it is necessary to appoint a Deputy Manager of Finance. He advised the Board that it is proposed to appoint Mr. Laxman Pandey who has vast industry experience in the field of finance of the company; Mr. Laxman Pandey has given his consent to act as a Deputy Manager, if appointed. The Board agreed with the same and passed the following Resolution:

“RESOLVED THAT pursuant to the provisions of the Companies Act, 2013, Mr. Laxman Pandey be and is hereby appointed as the Deputy Manager of the company, on the terms and conditions set out in the

draft agreement/ appointment letter, placed on the table, a copy of which was initialed by the Chairman for the purpose of identification."

"RESOLVED FURTHER THAT Mr. Laxman Pandey, Deputy Manager, do perform such functions and duties specified in the agreement/ appointment letter and as assigned to him by the Board from time to time."

"RESOLVED FURTHER THAT Mr.S Niyazi, Company Secretary be and is hereby authorised to sign and file the necessary forms/documents with the Registrar of Companies and make entries, as appropriate, in the registers of the company."

3.02 Appointment of Bankers

The Chairman informed the Board that it is proposed to open a current account in the name of the company with Canara Bank. The Board agreed with the same and passed the following Resolution:

"RESOLVED THAT a current account be opened in the name of Satyam Limited with the Canara Bank, Mumbai, and that the Bank be instructed to honor all cheques, bills of exchange, promissory notes or other orders which may be drawn by/ accepted/ made on behalf of the company and to act on any instructions so given relating to the account, whether the same be overdrawn or not, relating to the transactions of the company and that any two of the following Directors/officers of the company, jointly, namely:

1. Mr. S.K Srivastava (Director)
2. Mr. Pankaj Kumar (Director)
3. Mr.S Niyazi (Company Secretary)

be and are hereby authorised to sign on behalf of the company, cheques or any other instruments/ documents drawn on or in relation to the said account and the said signatures shall be sufficient authority and shall bind the company in all transactions between the Bank and the company."

3.03 Allotment of 600 Equity shares to Mr. XX

The Chairman informed the Board that the company had received full payment 600 equity shares from Mr. XX. The matter was discussed. In this connection the following resolution were passed:

"RESOLVED THAT 600 equity shares in the company be and hereby allotted to Mr. XX, 202, Kher Gali, Sher Mark, Ludhiana, Punjab from whom full amount has been received.

"It is further resolved that necessary return of allotment be filed in the office of the ROC under the signature of Mr. S Niyazi, Company Secretary."

3.04 Announcement of new branch opening

The Board was informed by the Chairman that for sale of the company's products, it was proposed to open a sales depot at Lucknow. It was stated that this sales depot will cater to the needs of the people in and around Lucknow. The matter was discussed and after some discussion the proposal of the company was approved. In this connection the following resolution was passed:

"RESOLVED THAT the company do open a sales depot at Lucknow for the sale of its products in and around Lucknow and Mr. Pankaj Kumar, Director be and is hereby authorised to take all action as may be -necessary in this regard."

Conclusion of the Meeting

There being no other business, the Meeting concluded at 5 pm with a vote of thanks to the Chair.

Date: 25th August 2021

Place: Mumbai

Secretary

Chairman

Q.4.

Questions:

1. What is the problem as you see it? Elaborate.

ANSWER - The cashier has put himself in great risk by confronting the robber. The problem is whether the bank should look at the incident in a rule bound bureaucratic manner or should the bank consider other issues.

If the bank looks in a bureaucratic manner then the bank is totally ignoring the behavioural aspects. It may be curbing the initiative required for bringing novelty in operations and triggering organizational changes. In bureaucracy written rules and work procedures serve as guides to action by managers and non-managers. Norms of conduct are established and everyone is expected to follow them in a mechanized manner.

On the other hand, if the bank deviates from the established norms and procedures then these start losing their sanctity. Individuals in the organisation may not always adhere to them. While deviating from established policies, they may take the plea that the deviations were done because of the needs of the circumstances.

2. What do you think about bank manager's views in this matter?

ANSWER - In my opinion the bank manager was acting purely on the basis of the written policy of the bank. He did not take into consideration the unusual circumstances of this case. As a matter of fact Mr Janardhan's case should be treated as a special one.

The bank manager's advice that Janardhan should be discharged is not desired. Conceptually, policies lay down the broad scope, critical constraints and boundaries within which managers are expected to take decisions and action initiatives. Good policies should leave sufficient discretion and freedom to managers within the set boundaries. In the given case, the bank manager should keep in mind that employees have to work towards accomplishment of overall organisational goals. They should be result oriented and not procedure driven.

3. Do you think that the personnel officer was right?

Yes, In fact, Mr Janardhan has taken due care to act in a manner which takes care of the basic intention of the policy. He did not adventure within the premises to ensure the security of customers and other staff of the bank. He allowed robber to leave as per the policy, sounded the alarm and then only further acted outside the bank to control the robber.

In a way, he has acted within the boundaries set by policy. The personnel officer was right because Mr Janardhan had acted in good faith of protecting the bank employees and the bank deposits. He took the human element in view and thought that this particular case should not be merely covered by policies existing in the bank.

4. What is your recommendation in this situation?

Considering the different opinions, the bank manager and training officer feel that Mr Janardhan should be punished, the personnel officer and public relations officer feel that he should not be

punished. In this particular incident, Mr Janardhan has indeed in the first place observed the rules. He took the initiative to chase the robber only after the robber left the premises.

Mr Janardhan had acted in good faith of protecting the bank employees and the bank deposits. These types of incidents cannot be covered merely by policies. The bank should also consider that under such situations, the credibility of the bank is also at stake. Some persons may get vary of opening or maintaining an account with the bank where robbery has taken place. This may happen at least for a brief period.

Therefore, it is recommended that Mr Janardhan should be rewarded rather than punished. However, employees may be clearly told to avoid confrontation with such elements to ensure any unhappy situations in future. Additionally, the bank should ensure stricter security or surveillance system to be in place so as to avoid such hazardous situations in future. People should be allowed in the bank after thorough checking of them and their belongings by taking help of metal detectors or scanning devices / machines.



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