

07/10/21

Business Communication

Kareena Taked

- Assignment 2.

Roll no. - 709

- Unit 1, 2 & 3

(Q1.)

1. ~~B~~ A.

2. D

3. D

4. C

5. B

6. B

7. B

8. C

9. D

10. A

(Q2.)

A.

Rajan Telecom Limited

Minutes of the second ~~board~~ ^{meeting}

of the board of directors held at

the head office of the company

(13, MG Road, Mangalore, India) at

3:00 pm on Tuesday, 18th sept, 2009

Present : Shri V.L. Mody chairman

Smt. S. Shob

Shri. K. Shob

Shri. Vaxun Kapadia

Directors

Absent : Smt. Pooja Ahuja

Shri. Raj Malik

4.01 Confirmation of minutes of the last meeting

The minutes of the meeting held on April 85, 2009 were approved

by the board and signed by the chairman

4.02 Confirmation of the Appointment of Directors

The secretary reported that all the directors present had accepted the office and signed the agreement to take the required number of qualified shares. He also stated that these documents had been filed with the registrar of companies, Madhya Pradesh.

4.03 Appointment of Senior Manager for Marketing and Sales department

It was resolved that Smt. Kankar Panigrahi be appointed ^{Senior} Manager of the Marketing and sales department of the company.

4.04 Date of the next meeting

The secretary was directed to call the next meeting of the Board on 10th Dec 2008.

V. K. Mody
Chairman

Smt. Kankar Panigrahi
Secretary

20th Sept 2009

B Visuals focus audience attention. Learn to handle your visuals properly without getting confused. They help both the speaker & the audience. The speaker has them for orderly presentation of points, to illustrate with a diagram, to exhibit data. The audience gets reinforcement through the eyes for what they hear, and can see a visual summary of points. You can use any one or more of the following advanced

visual aids:

1. Posters can be displayed anywhere. Though this is old-fashioned, marketing persons going to rural areas have found this a very dependable method.
 2. Flip chart requires an easel or stand. It is most useful for interactive presentations. You can put up on it ideas that come from the audience and work on it with audience participation. People in the audience love to see their ideas written up during the presentation.
 3. Overhead projector (OHP) is very popular and available in most places. Make slide on good quality transparencies. Put only 6 lines or less in one slide. Write or type large enough for everyone to see.
 4. Powerpoint projection can be used if available. Keep the slides simple. Avoid too much movement or colour. Don't use sound to accompany the slides. Visuals must fit well into the speech. Prepare them carefully, to enhance or point with illustration or to lay out the main pts or to display a chart or graph.
- c. Long cycle Process
- The long cycle process is the second step in process of preparing a case study:
- The task consists of 2 parts:
- i. detailed reading of the case and then,

ii. Analyzing the case

When you are doing the detailed reading of the case study, look for the following sections:

- Opening paragraphs: introduce the situation
- Background information: industry, organization, products, history, competition, financial information and anything else of significance
- Specific areas of interest
- Specific problem or decisions to be made
- Alternatives open to decision maker
- Conclusion

Most, but not all case studies follow this format. The purpose is to understand the situation and decisions that will need to be made.

Seven steps to analyze a case:

- Read the case thoroughly
- Define the central issue
- Define the firm's goals
- Identify the constraints to the problem
- Identify all the relevant alternatives
- Select the best alternatives
- Develop an implementation plan

- In summary, cases have various benefits:
 - They allow us to develop skills in thinking clearly about ambiguous unstructured situations
 - Improve your ability to predict behavioural outcomes of yours and others
 - They help us develop concise, reasonable & consistent action plans.

D

Ms. Kareena Tated
19/75 Mukund Villa,
Boxegaon (West),
Mumbai - 400104

To,

Mr. KL Mody,

B-704, Oberoi Towers,

Boxegaon (East)

Mumbai - 400078

Subject: Acceptance for the application to the position of Accountant

Dear Sir,

We received your application on 5th of October, 2021 for the position of Accountant at our company. We are pleased to inform that you have been appointed for the same in our Mumbai Branch.

We saw your application that gave us an insight into your experience at several top firms. Your profile as well as the projects you have taken up were pretty impressive. We would like for you to be a part of our Audit team where you will be working with employees with similar experience. Given your expertise in the field, we sincerely hope that you will help the company to reach its goals.

As you have been accepted, kindly share your PAN number & address proof with the HR. We would also like to know

If you have an existing bank account with HSBC, BDFC or ICICI bank. If not, then a salary account shall be opened for you.

Yours sincerely,
Kavarna Tated

Enclosed : Appointment letter, Company Bylaws

(Q3.) I agree with the statement - listening patiently is an important listening skill. Listening is the receiver's activity in oral communication. As the speaker has the ability to make an effort to be understood, the listener has the ~~ability~~ responsibility to be attentive & to make an effort to understand the meaning of the speaker. It is worthy to note that of all the skills of communication, listening is the most important of all. The higher your position in an organization, the greater is your listening responsibility.

A. advantages of listening patiently are -

- (i) Listening helps to know the organization
- (ii) Listening helps to make better policies
- (iii) Listening mollify the complaining employees
- (iv) Listening is important for the success of the open door policy
- (v) Listening helps to spot sensitive areas before they become explosive

One of the common mistakes that most people make is confusing hearing and listening. Listening is making sense of what is heard & requires individuals to constantly pay attention, interpret & remember what is heard. Hearing, on the other hand is merely noting that someone is speaking. The reason why ~~hearing~~ listening patiently is so important can be ~~seen~~ understood better with an example -

Consider a large retail ~~store~~ ^{supermarket} chain whose branches are spread all over the country. The employees working in the retail stores are unhappy with the company's policies regarding issues like maternity leave, overtime pay, working conditions, etc. They try to bring it up with the district managers but the corporate office don't listen patiently to the complaints. This leads to the employees across branches to form a union and organize a demonstration by going on a strike. This is covered by the

press and is bad for the company's image. The investors & shareholders are upset and this also leads to a fall in share price. Had the managers and senior officials listened patiently, they could've solved the problem internally and saved the company's reputation.