

Business Communication Ass. 2

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Dharini Shah - 704.

1. A - right hand side
2. D - serves^{all} the above purposes.
3. D - laymen.
4. C - Special reports
5. B - sir
6. B - contains names and address of sender.
7. A - resolution
8. C - Salutation
9. D - enclosures
10. A - Brain drain

Q2] A]

Reliance Telecom Limited
Minutes of second meeting
of board of directors held
at the head office of the company.
At 5 pm on Wednesday
4 July, 2021.

Present: Mr. R. K. Shah - chairman
Mr. J. Gada } Directors.
Ms. B. Tyer }

Absent: Mr. K. Patel
Mr. V. Arora

4.01 conformation of minutes of last meeting
The minutes of the meeting held on 15 May,
2021 were approved by the board and
signed by the chairman.

4.02 - Discussion regarding new campaign
It was resolved that the ad campaign proposal received from marketing head was appropriate.

4.03 - Date for next meeting

The Secretary was directed to call the next meeting of the board on 13 November, 2021.

R.K. Shah
chairman

Krishna Modi
Secretary.

4th July, 2021

Q2. B] Visuals focus audience attention. Learn to handle your visuals properly without getting confused. They help both, the speaker and the audience. The speaker has them for orderly presentation of points to illustrate with a diagram, to exhibit data. The audience get a 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 almost anywhere. Though this is old fashioned marketing person 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 six line or less in one slide. Write or type large enough for the whole audience to see.

4. Powerpoint - projection can be used if available. Keep the slides simple. Avoid too much movement or too much colour. Do not use sound to accompany the slides. Visuals must fit well into the speech. Prepare them carefully, to enhance a point with illustration or to lay out the main points or to display a chart or graph.