

1. ESSENTIAL OF GOOD ENGLISH

PARTS OF SPEECH NOUN

- Noun is a naming word. It is the name of a person, animal or thing. Example- Muskan teaches at Yes Academy and she is a girl.

Muskan, Yes Academy and Girl are three nouns in the above given sentence.

- Nouns are further divided into three categories:

<u>Common Noun</u>	<u>Collective Noun</u>	<u>Proper Noun</u>
Are the names given in common to all persons, places or things of the same class. Example- bank, shop, market, girl, boy.	Common nouns include other class known as collective nouns which names a group of people, animals or things. Example- crowd, mob, flock,	Are the names of a particular person, place or thing? Example- Yes Academy, Muskan, January, Pune.

PRONOUN

- Words used in the place of noun are called as pronoun.

Example- Muskan is a good girl. She likes dancing.

In the above sentence she is a pronoun.

- Pronouns are further classified as personal pronouns and relative pronouns.
- Personal pronouns are used to represent person or things, e.g., I, you, she, he, we, him, her, us, them.
- Relative pronouns act as pronoun and conjunctions, e.g., whom, which, that.
- Possessive pronouns show possession, e.g., mine, ours, yours, theirs, its and hers.

ADJECTIVES

- Word used to describe the noun i.e a person, an animal, a place or thing is called as adjective.
Example, Shruti is a beautiful girl. The word beautiful here is called as adjective.
- Example: He gave me six books. (how many books?)

Here six is adjective.

VERB

A verb is a word which tells us about the person or things. A verb may tell us what a person or thing does; Example- Ram sings

or what is done to a person or thing; Example- The door is broken

or what a person or thing is; Example- Ram is sad, The boy is hurt etc.

ADVERB

While adjectives add meaning to the nouns, adverbs add meaning to the verbs, adjectives and prepositions in a sentence. Example:

- Small investors find it very difficult to invest wisely.

In the above given sentence the word wisely add meaning to the verb invest, hence, it is an adverb and word very adds meaning to the adjective difficult hence, it is an adverb.

- The CEO is an exceptionally sharp manager.

In the above sentence, the word exceptionally modifies the word Sharp; hence, it is an adverb.

Thus, to conclude any word which modifies the verb, adjective or preposition in a sentence is called as an adverb.

PREPOSITION

There are hardly any rules for governing preposition, but the thumb-rule for preposition is that sentences should read well. A wrong preposition can change the entire meaning, hence, it is necessary to use them carefully.

Example- on, of, at, under, above, in, besides etc.

CONJUNCTION

Conjunctions are the words used to join the sentences. Example and, but etc.

- Example: I like tea. I don't like coffee.
- I like tea but not coffee.

Conjunctions used in pairs like neither-nor, either-or, but-also etc are called as

Correlative conjunctions.

INTERJECTIONS

Interjections are used to express the strong emotions or feelings. Example-Hi!, Alas!, Hurray!, etc.

TYPES OF VOICES

Sentence can be written in active voice or passive voice. As a general rule, we should use Active Voice in our sentences. Such sentences are shorter, direct and emphatic, e.g- Follow the traffic rules, while driving.

However, passive voice is used when we want to emphasise the verb and object of a sentence rather than object.

E.g. The traffic rules should be followed while driving.

ARTICLES

The words a or an and the are called Articles. The is called the Definite Article because it normally points out some particular person or thing, e.g. He is the doctor with whom I have consulted. A or an is called the Indefinite Article, because it does not point out particular person or thing, e.g. There was a doctor sitting right next to me on the plane.

The article 'an' is used when the noun to which it is attached begins with a vowel sound (a, e, i, o and u).

TENSES

The word tense comes from Latin word tempus, meaning time. Sentences can be in present tense, past tense and future tense, which is further sub-divided into simple, continuous, perfect and perfect continuous.

Present tense (draw the chart)

Simple Present Present continuous Present Perfect Present perfect continuous

Past tense (draw the chart)

Simple Present Present continuous Present Perfect Present perfect continuous

Future tense (draw the chart)

Simple Present Present continuous Present Perfect Present perfect continuous

SENTENCE CONSTRUCTION

- **Sentence always consist of two parts; subject and predicate.** The part which names the person or thing we are speaking about is called the subject of the sentence.
- A **Phrase** is a group of words, which neither has a finite verb nor makes any sense by itself. It can be a noun, adjective or adverbial phrase.
- A group of words that form a part of a sentence, and has a subject and a predicate of its own, is called a **clause**. The clause that makes good sense by itself, and hence could stand by

itself, as a separate sentence is called a **Principal or Main Clause**.

- A clause which cannot stand by itself and makes good sense but not complete sense are called a **Dependent or Subordinate Clause**.

TYPES OF SENTENCES:

1. A sentence which has only one finite verb and one independent clause is called Simple sentence. (ONE VERB + ONE INDEPENDENT CLAUSE)
2. A compound sentence is made up of two or more independent clauses. (2 INDEPENDENT CLAUSES)
3. A complex sentence has an independent clause and at least one dependent clause. (1 INDEPENDENT CLAUSE + 1 DEPENDENT CLAUSE)

SIMPLE SENTENCE	COMPOUND SENTENCE	COMPLEX SENTENCE

Sentences can be constructed using different structures or patterns.

- a. The simplest sentence may have a noun or a pronoun in the beginning, a verb in the middle, another noun or its equivalent in the end. Example- Muskan is running in playground.
- b. The sentence can be in the form of Subject + verb + Object. Example-
- c. On the basis of complexity of writing sentences can be **Loose sentences** (suited to simple style of letter writing and are closer to the spoken form) and **Periodic sentences** (decorous and emphatic but more difficult to write, where main statement is made in the end).
- d. On the basis of length they can be classified as **short sentences** (easier to write and understand) and **long sentences** (prone to grammatical errors and need careful thought and planning).

PARAGRAPH CONTRSUCTION

Paragraph construction is also as important as sentence construction. If a good sentence should focus on a single thought, a good paragraph should restrict itself to a single topic or idea.

Sentence of a paragraph sums up the central idea and develops an understanding.

PREFIXES

If the affix or addition to the root word comes at the beginning, it is called a prefix. Prefixes fall into following groups:

- **Supportive Prefixes:**

Pro-choice, Pro-market, Pro-life

- **Opposing Prefixes:**

antibody, antibacterial, antibiotic, anticlockwise, antidote, anti-inflammatory, contraflow, contra-active, contradict, contradistinction, counterculture, counter-in-surgency, countermeasure, counterproductive, etc.

- **Negative Prefixes:**

amoral, ahistorical, atheist, asymmetric, anaesthetic, anaemic, anaerobic, disloyal, disable, disarm, dishonest, distrust, disadvantage, inactive, inconsiderate, inconsonant, incomprehensible, incomplete, incompetent, inconsecutive, illegal, illiterate, illegible, illegitimate, imbalance, immaterial, immeasurable, immobile, immovable, impassable, impatient, impossible, imperfect.

- **Reversative Prefixes:**

decriminalise, dehumidify, deselect, decontaminate, disqualify, dishonest, disinvite, untie, unscramble, unlock.

- **Derivative Prefixes**

debug, defrost, disarm, disillusion, unleaded, unmark, unhouse, uncap, uncover.

- **Pejorative Prefixes**

miscalculate, misgovern, misspell, mismanage, misalign, misapply, misbelief.

- **Place Prefixes:**

antecedent, antechamber, anteroom, circumvent, circumnavigate, circumlocution, circumbulate, circumlunar, extracurricular, extrasensory, extraordinary, extraterrestrial, indoors, in-patient, inside, indebt, introvert, introspect, prearrange, preface, precaution, prefabrication, preamble.

- **Size Prefixes:**

megaphone, megastar, megalith, megawatt, minibus, miniseries, minicab, minimarket.

- **Time Prefixes:**

ex-wife, ex-president, ex-student, forenoon, foresee, foretell, forecast, post-war, post-modernism, postdate, reprint, reapply, replay, renew.

- **Number Prefixes:**

unidirectional, unilateral, unicycle, unity, bicycle, bilateral, bilingual, dioxide, dichromatic, tetrachloride, tetrameter, hexapod, hexagram, decibel, decimal, hemisphere, hemistock, semiconductor, semidetached, megahertz, megabuck, megabit.

SUFFIXES

- **Noun Suffix**

usefulness, carelessness, willingness, kindness, wilderness, scholarship, companionship, citizenship, workmanship, membership, collaboration, exploration, evolution, exaltation, inhalation, communion, oblivion, objection

- **Verb Suffix**

beautify, purify, gratify, electrify, pacify, personify, capitalize, modernise, popularise, terrorise, expertise

- **Adjective Suffix**

tidal, accidental managerial, musical, cultured, heavy handed, talented, Arabic, aristocratic, dramatic,

- **Adverb Suffix**

aamiably, candidly, surprisingly, greatly, amiably, candidly, surprisingly, greatly

COMBINATION WORDS

Combination words are those words which are formed from a combination of two existing words to form a new word.

bio-diversity, biology, biography, autograph, autopilot, crypto-fareast, cryptogram, cryptocrystalline, cryptonym, malpractice, malnutrition, malpractice, maladminister, maladjusted, macro-organism, macroeconomics, midfield, midair, midway, midsection, mid-afternoon, midwinter, midnight, micro-organism, micro-computer, microsurgery, microgram, microscope

PUNCTUATIONS

The marks, such as full stop, comma, inverted commas, hyphen and brackets are used in writing to separate sentences and their elements and to clarify meaning, are called punctuation marks. It makes the meaning of a written passage clear and removes ambiguities.

It serves following purposes:

- **Introducing delicate effects in style.**
- **Altering the flow of a sentence.**
- **Highlighting certain words.**
- **Bringing about modulations in sentence.**

Uses of punctuation marks:

i. Space ()

Most basic form of punctuation which separates words, sentences, paragraphs and chapters.

ii. Full Stop (.)

- Used to end a declarative sentence, a sentence which is not a question or an exclamation.
- Full stops are used to end a request politely framed as a question, after initials or after a shortened form of a word to indicate an abbreviation or to denote abbreviated numerals.
- However, in the following cases full stop is omitted:
 - After addresses that head letters and on the envelopes After dates
 - After name that ends letters
 - After title of books, newspaper headlines, chapter headings, sub-headings, page numbers
 - After acronyms which are pronounced as one word. For example: AIDS (Acquired Immune Deficiency Syndrome) GST (Goods and Services Tax)
 - In between alphabets of the abbreviations.
For example: WTO (World Trade Organisation), GMT (Greenwich Mean Time), BBC (British Broadcasting Corporation)
 - In shortening of words where the first and last alphabets of the word are present. Mr., Mrs., Dr., Rd., Ltd.
 - Space is used for the initials of personal names instead of a full stop. For example: A K Singh, D S RAJAN

- Abbreviations for measures, chemicals elements, etc. are used without a full stop. Kg (Kilogram), s (Second), Hz (Hertz) Sq (Square), km (Kilometre), m (minute) amp (ampere), O (oxygen), H (Hydrogen)
- If a sentence ends with an exclamation mark or question mark, the full stop is not used.

iii. Comma (,)

- Commas are used to separate two main clauses in a sentence. Example- The house was almost in ruins, but the tree studded avenue was lovely.
- Commas can be used before tags/questions/comments. Example- You was late for the meeting, weren't you?
- It can be used to enclose additional thoughts, qualifications or information. Example- The movie was, I believe, well picturised.
- It can also be used to separate adjectives, numbers into units, names, and title or honour, or degree, day, month and year in a date. Example- He is a smart, reliable, sincere and hardworking student.

iv. Hyphen (-)

A hyphen is usually used in these cases:

- After a few prefixes or other word elements.
- Before a few suffixes where the last alphabet of the first word and the first alphabet of the second word are the same, in order to avoid an unattractive sequence. Example- Bull-like, get-together, profit-taking, self-financing, water-resistant
- When the main part of a word begins with a capital letter. Example- un-American, Neo-Darwinism, neo-Nazism, anti-Indian.
- When the prefix is repeated. Example- Sub-subcommittee.
- When a noun and a verb are combined to form a word. Example- hand-operated, hand-pick, hand-held.
- When an adjective and a noun are combined to form a word. Example- blue-pencil, loose-leaf, long-grained open-air, simple-minded, middle-aged, community-oriented, high-fibre.
- When two adjectives are combined to form a word. Example- old-fashioned, short-sighted, red-blooded.

- It is also used to link the starting and ending point of a series. Example- The Delhi-Jaipur Highway.
- To avoid confusion or ambiguity.
- To prevent confusion between a new formation and a conventional word with the same prefix. Example- re-creation (recreation), re-formed (reformed).

v. Semi colon (;)

It is used to separate two or more independent clauses that are placed together and which are of equal importance in the sentence. Example- Those present at the function included Mr. and Mrs. Jain, their children Usha, Amit and Raghu; Paul and Joe Thomas; Raj and Ravi Malhotra; Colonel and Mrs. James, and their children Jyotsna, Julie and James Junior; etc.

vi. Colon (:)

It is used to introduce some kind of explanation, examples or quotations or direct speech. Example- They did not sleep last night: they must be tired.

vii. Apostrophe (')

Apostrophe is used either for marking omission of one or more characters, e.g- do not to don't, or for marking possessive case of nouns, e.g- In one month's time you have to submit your assignments, or for marking plural of individual characters, e.g- comma's etc.

viii. Quotation marks (" ")

Also known as quotes or inverted commas are used to enclose material that is introduced into a text from outside it, such as quotations or words used by other people. Example- The motto of the market was "Let the buyer beware"; now it is "Customer is king."

ix. Crescent Brackets (())

These brackets are used to enclose an abbreviation that is subsequently used in the text, e.g. The Department of Company Affairs (DCA) issued a circular on the matter, to enclose a translation or equivalent expression, e.g. The agreement was void ab initio (from the beginning), to enclose references from other topics in a text, e.g. As depicted in (Fig. 1.1) it is obvious that the process

of communication is quite complex.

x. Square Brackets: ([])

Square Brackets are used to enclose words that are not usually intended to be the part of a sentence, e.g. I appreciate it [the honour], but I must refuse.

LET'S TEST OUR KNOWLEDGE

Choose the correct options out of the four choices

1. Give an example pertinent _____ the case.

- (a) with
- (b) on
- (c) for
- (d) to

Ans- to

2. The reward was not commensurate _____ the work done by us.

- (a) for
- (b) on
- (c) with
- (d) order

Ans- with

3. Supposedly, digital voice discs, or DVDs as they are called, are _____ resistant to scratching
_____ records

- (a) much / than
- (b) so / as
- (c) such / that
- (d) far more / than

Ans- d

4. English is today the third _____ native language worldwide after Chinese and Hindi, with
some 380 million speakers.

- (a) the most spoken
- (b) the more spoken
- (c) most spoken
- (d) the least spoken

Ans- most spoken

5. No clinical studies _____ in this child disease research so far.

- (a) had completed
- (b) have been completed
- (c) have completed
- (d) had to complete

Ans- have been completed

6. I don't know why she didn't ask me how to do it as I _____ her.

- (a) must have helped
- (b) could have helped
- (c) might help
- (d) should have helped

Ans-could have helped

7. We all think that Maria _____ an interesting person to meet as we _____ a lot of stories about her so far.

- (a) is / had heard
- (b) can be / heard
- (c) might have been / hear
- (d) would be / have heard

Ans- d

8. Mike has been told he will have to pay the fine _____ his high rank in the military.

- (a) even if
- (b) furthermore
- (c) on grounds that
- (d) despite

Ans- despite

9. In the following sentence a part of the sentence may have an error. Find out which part of the sentence has an error.

- (a) We got caught
- (b) / in pouring rain
- (c) / without either raincoats non umbrella
- (d) / no error

Ans- c

ENRICHING VOCABULARY

I. CHOICE OF WORDS

The words you would choose to communicate with someone depend on the following factors:

- *The range of your vocabulary - Unless you know a word, you would not be able to use it.*
- *Your audience or person you are communicating with - Firstly, you must assess the literacy level of the audience or person. Then try to find out what kind of situation you are in - whether the audience or person is senior or junior to you; whether you are formal or informal with them, etc., these considerations will help you greatly in the choice of words.*
- *Type of communication - Whether it is formal or informal, oral or written, these factors will also influence your choice of words.*
- *The message you intend to convey - The urgency, disappointment, the level of accuracy required, etc. can also be conveyed through the apt words. Therefore, these too will influence your choice of words.*
- *Context and usage - Certain words can only be used in a particular context, and if they are used otherwise, they would convey the wrong sense.*
- *Regional or national differences in language or connotation also influence your choice of words - 'Liberal' in Britain has a positive meaning. It means generous and open minded, whereas in America it is used as a term of political abuse.*
- *Improving Vocabulary - Try and understand the root/etymology of the words.*

These are following tips that you should remember while choosing words:

Simple language produces the best and the quickest response from everyone, though, at times, long and unusual words have to be used because they are more precise

USE FAMILIAR WORDS

using familiar words means using the language that is used by most of us in everyday conversation. We should avoid stiff, more difficult words that do not communicate so precisely or quickly.

JARGON

Jargon is language that is unique to a particular field of knowledge, e.g., science, technology, art, trade or a profession. There is for instance legal jargon, military jargon, and political jargon.

AVOID USING SUPERFLUOUS WORDS/NERBOSITY

Verbosity (an expressive style that uses excessive or superfluous words) or using more words than necessary is a common weakness. The speaker/writer uses more words than needed in the hope of diverting/retaining audiences.

CHOOSE SHORT WORDS

Short words generally communicate better than long words. However, the suggestion that short words be chosen does not mean that all short words are easy and all long words are hard. Many exceptions exist. Thus, you should concentrate on short words and use long words with caution.

SELECT WORDS FOR PRECISE MEANING

Knowledge of language enables you to use words that carry the meaning you want to communicate.

USE GENDER NEUTRAL WORDS

In business today, men and women, the young and the old and people of all races work side by side in roles of mutual respect. It would be unfair to use words that discriminate against any of them.

II. SYNONYMS

Synonyms are words that have very nearly the same meaning, for example:

- (i) easy, simple, light, effortless, facile, smooth.
- (ii) effort, exertion, pains, trouble,
- (iii) elastic, flexible, supple, springy, resilient.

Begin, commence, start and initiate, are all synonyms which mean 'to set something going or in

progress'. *Begin* is the most common word, *commence* is used on formal occasions, for court proceedings, religious and other ceremonies and military operations; *start* suggests a setting out from a particular point on a journey, course, etc., often but not necessarily after an action or waiting; *initiate* implies taking of the first step or steps as in a process.

Examples:

<u>WORD</u>	<u>SYNONYM</u>
Adept	proficient, skilled
Abstain	refrain, withhold
Abridge	shorten, curtail
Abundant	plentiful, ample, copious
Accessory	additional, auxiliary
Achieve	accomplish, execute, gain
Adept	proficient, skilled
Adequate	sufficient, satisfactory
Adherent	follower, disciple
Admiration	praise, approbation
Brisk	lively, agile
Callous	hard, unsympathetic
Cordial	gracious, congenial
Captious	ensorious, hypercritical
Cogent	valid, convincing
Deteriorate	degenerate, decline
Dexterity	skill, deftness
Didactic	moralising, preach
Effete	exhausted, worn-out
Ephemeral	transient, short-lived
Extravagant	excessive, wasteful
Fabricate	concoct, contrive
Fatal	deadly, disastrous
Fastidious	messy, fussy

Gaiety	festivity, merriment
Gigantic	colossal, huge
Hazardous	dangerous, risky
Inadvertent	careless, unplanned, unintentional
Insidious	astute, cunning
Judicious	sensible, prudent, wise
Malice	ill will, spite
Morbid	morose, sickly
Negligent	careless, lax
Obtuse	dull, stupid, blunt
Onerous	burdensome, oppressive
Panegyric	eulogy, encomium
Penury	want, poverty
Reticent	silent, reserved
Ruinous	destructive, wreckful
Sterile	barren, infertile
Thrive	prosper, flourish
Urbane	cosmopolitan, suave, cultured
Wholesome	healthy, sound, healing
Yearn	crave, pine
Zenith	summit, culmination

III. **ANTONYMS**

Antonym is a word opposite or contrary in meaning to another word. Examples:

Word	Antonym	Word	Antonym
Ability	Inability	Haste	Slowness
Able	Unable	Hope	Despair
Abnormal	Normal	Humble	Proud
Accurate	Inaccurate	Idle	Busy
Bankrupt	Solvent	Import	Export
Economical	Extravagant	Inferior	Superior

Diligent	Dilatory/lazy	Loud	Quiet/Soft
Economical	Extravagant	Meager	Plentiful
Emigrant	Immigrant	Narrow	Broad
Explicit	Implicit	Native	Foreign
Exit	Entrance/Enter	Omission	Addition/Inclusion
Fact	Fiction	Oral	Written
Flattery	Criticism	Original	Duplicate
Flexible	Rigid	Outward	Inward
Fresh	Stale	Peace	War
Genuine	Spurious	Quick	Slow
Growth	Decline/Stagnation		

IV. HOMONYMS

A homonym is a single word (with one spelling) that has more than one meaning.

Examples:

1. **Address - Address**

I can give you the address of a good attorney. That letter was addressed to me.

2. **Band - Band**

The band was playing old Beatles songs. She always ties her hair back in a band.

3. **Bat - Bat**

I am afraid of bats.

It's his first time at bat in the major leagues.

4. **Match - Match**

If you suspect a gas leak do not strike a match or use electricity. Her fingerprints match those found at the scene of the crime.

5. **Mean - Mean**

What does this sentence mean?

He needed to find a mean between frankness and rudeness.

6. **Right - Right**

I'm sure I'm right.

Take a right turn at the intersection.

V. HOMOPHONES

The word, homo, means "same," and phone means "sound." Homophones are two words that sound the same, but have different meanings.

1. **Access, Excess**

Access : The workers could access the manager freely. (approach) **Excess** : The production is far in excess to the target. (more than)

2. **Advice, Advise**

Advice is a noun the end-sound is-s. Anyone can offer advice. **Advise** is a verb and the end sound is-z.

My father advised me to work hard.

3. **Ate, Eight**

Ate is the simple past tense of the verb "to eat."

I ate an entire pizza and now I'm really full and tired.

Eight is noun, the number after seven and before nine. Charles will wake up at eight o'clock tomorrow morning.

4. **Bare, Bear**

Bare (adjective): If something is bare, it means that it's not covered or not decorated. Tom likes to walk around his house in bare feet. He says it's more comfortable than wearing shoes.

Bear (noun): A large mammal.

When you go camping, you should be careful to not leave any food or anything with a scent in your tent because they can attract bears.

5. **Cell, sell**

Cell (noun): A cell is a small area or room, usually in a prison. A cell can also be one of the smallest divisions of a living organism.

The prisoner spent 10 years in his cell.

To sell (verb): To exchange a product or service for money. Like "buy," it was probably one of the first verbs you learned.

We would like to sell our car, but we don't think we'd get very much money for it.

VI. SINGLE WORD FOR GROUP OF WORDS (ONE WORD SUBSTITUTION)

- | | |
|--|-------------|
| • Greed - Inordinate desire to gain and hoard wealth | Avarice |
| • That which cannot be taken by force | Impregnable |
| • One who learns a subject as a hobby | Amateur |
| • That which can be easily broken. | Fragile |
| • To show indecision/to sway to and fro in a decision | Vacillate |
| • Pleasant sound | Euphony |
| • Deliberate killing of whole community or race | Genocide |
| • The place where an aeroplane is housed | Hangar |
| • A person who is dissatisfied and is inclined to rebel | Malcontent |
| • To pretend to be sick in order to avoid work | |
| <i>Malingering</i> | |
| • One of a race or tribe who has no fixed location and wanders from place to place | Nomad |
| • The study or collection of coins, bank notes and medals | Numismatics |
| • A blood feud started by murder-seeking vengeance | Vendetta |
| • A person who deliberately damages private or public property | Vandal |

VII. WORDS FREQUENTLY MISSPELT

- | <u>CORRECT WORD</u> | <u>COMMONLY MISSPELT AS</u> |
|---------------------|-----------------------------|
| • absence | abcense, absance |
| • accommodate | accommodate |
| • achieve | acheive |
| • calendar | calender |
| • liaison | liason |
| • receipt | reciept |
| • tomorrow | tommorow, tomorrow |

VIII. SPELLING ERRORS

Spelling errors usually occurs in following cases:

- Certain alphabets/letters are repeated in a word. For example, tomorrow, occasion, beginning, profession, etc.
- One has to sometimes choose between 'ei' and 'ie'. For example, receive and believe. It is interesting to note that we always use 'ei' after 'c' (conceive, deceive, perceive, etc.) and 'ie' in the rest (achieve, chief, convenience, etc.)
- 'e' can be either dropped or retained when changing the root word. For example, true changes into truly but sincere changes into sincerely.
- An extra letter at times alters the meaning of the word. For example, lose and loose.
- When noun and verb forms of the same word have different spellings. For example, advice/advise or practice/practise.
- Words have the same pronunciation but different spellings. For example, whether/weather, brake/break, there/their.
- When a choice has to be made between 'ise' (merchandise, enterprise, franchise, etc.) and 'ize' (size, prize, etc.). Some words are spelt differently by the Britishers and Americans, the latter prefer 'z' over 's', e.g. criticise/criticize, realise/realize, recognise/recognize, etc. Though both the spellings are acceptable, one should stick to either 's' or 'z' for the sake of consistency.
- When a word similarly spelt has two variants with different meanings in past and past participle forms. For example: Lie-lied-lied Lie-lay-laid.

IX. STRESS AND RHYTHM

A syllable is the minimum rhythmic sound of a spoken language. A word may have one or more syllables. For example, there is only one syllable in fame, name, claim, train, etc., two in address, confess, redress, transgress.

X. IDIOMS AND PHRASES

1. Beat back (compelled to retreat). The firemen were beaten back by the flames and the building was reduced to ashes.
2. Boil down to (to amount to) His entire argument boiled down to the fact that he would not join the movement unless he saw some monetary gain in it.

3. *Cast aside (to reject, to throw aside) People normally cast aside truth and honesty for immediate gains.*
4. *Cut off with a shilling (to give someone a mere trifle in the will) The father was so angry with the son over his marriage that he cut him off with a shilling.*
5. *Gloss over (to ignore) Even if you are an important person your faults cannot be glossed over.*
6. *Labour under (to suffer from some disadvantage or distress) Let us not labour under the delusion that our friends will come to our aid in times of difficulty.*
7. *Play off against (to set one party against another for one's own advantage). It best serves the interests of the super powers to play off one poor nation against another. Pull one through (to recover, to help one recover) Armed with the latest medicines, the doctor will pull him through.*
8. *Cast a slur upon (by word or act cast a slight reproach on someone) Many a man cast a slur on their own good name by some mean act.*
9. *To catch a Tartar (to encounter a strong adversary) When Hitler marched on to Russia he hardly knew that he would catch a Tartar in the tough people of that country.*
10. *To cut the Gordian knot (to remove a difficulty by bold or unusual measures) The Indian Parliament threw out the Bill for Abolition of Privy Purses. The Government cut the Gordian knot by abolishing the purses through a Presidential Ordinance.*
11. *To fall to someone's lot (to become someone's responsibility) It has fallen to the lot of*
12. *the eldest brother to pay off the debts of the father.*
13. *To get the upper hand or to get the better of (to prevail over) Hari got the better of Suresh in the Degree Examination.*
14. *To give someone the slip (to dodge someone who is looking for you) The police had nearly arrested the dacoits when the latter gave them the slip and hid himself in the Chambal ravines.*
15. *A give and take policy (a policy of mutual concessions) A give and take policy alone can restore peace between India and Pakistan.*
16. *To go to rack and ruin (reach a state of despair through neglect) If a big war comes, our economy will go to rack and ruin.*
17. *To have a bone to pick with (to have a difference with a person that has not yet been fully expressed) The extreme leftists have a bone to pick with the police and if ever they come to power.*
18. *To have the whip hand (to have a position of power or control) Even after the split in the party*

he has the whip hand in the party.

19. To have too many irons in the fire (to have so much work in hand that some part of it is either left undone or done very badly) His performance is poor because he has too many irons in the fire.
20. To have the right ring (to be genuine) The Americans' pronouncements of world peace do not usually have the right ring.
21. To have an axe to grind (have personal interests to serve) Bigger nations supply arms to the smaller ones primarily because the former has their own axe to grind.
22. To keep a thing to oneself, to keep one's own counsel (to be silent about one's intentions) A great leader must ultimately keep his own counsel.
23. To keep the wolf from the door (to keep away extreme poverty and hunger) Lakhs of people in India still have to fight daily to keep the wolf from the door.
24. To make short work of (to bring to sudden end) The locusts made short work of the standing ripe corn.
25. To make amends (to compensate or make up for a wrong doing) By being polite today, he has made amends for his past insolence.
26. To make common cause (to unite in order to achieve a shared aim) During the elections the princes made a common cause with the rightist parties. Both went down.
27. To make a virtue of necessity (Pretend or believe that something which one is obliged to do or accept is good for one's character, moral development, etc.) When a Minister knows that he is going to be booted out of the cabinet he makes a virtue of necessity and resigns 'on health grounds'.
28. To make much ado about nothing (to make a great fuss about a trifle) Crying over the loss of ten rupees is really making much ado about nothing.
29. To make a cat's paw or a tool of someone (to use someone as a means of achieving one's goal)
30. The super powers have made a cat's paw of the smaller nations of Asia in their game of power politics.
31. To put the cart before the horse (reverse the proper order or procedure) Preparing the blue print of a project without analysing market potential is like putting the cart before the horse.
32. To rise to the occasion (show the daring, imagination etc., which fits a particular occasion) A flood threatened to burst the reservoir but the villagers rose to the occasion and did not relax till they

had made all secure.

33. To set store on (to consider to be of a particular degree of importance) India did set much store on the Indo Soviet Treaty of friendship.

34. To set one's own house in order (to arrange one's affairs harmoniously) Let Pakistan set his own house in order before talking about the welfare of the Kashmiris.

XI. **PROVERBS**

1. Hope springs eternal in the human breast (one never loses hope).
2. Better late than never.
3. Fools rush in where angels fear to tread. (Said of reckless persons).
4. There is no fool like an old fool. (An aged lover).
5. A fool and his money are soon parted.
6. Example is better than precept. (Precept means moral instruction).
7. He who pays the piper calls the tune. (One has to act according to the wishes of one's master).
8. You cannot make a silk purse out of a sow's ear. (Said of something impossible).
9. A bird in hand is worth two in the bush.
10. Birds of a feather flock together. (People of like character come together).
11. A little knowledge is a dangerous thing.
12. One man's meat is another man's poison. (What is good for one may be harmful for another person).
13. Out of the frying pan into the fire. (From one trouble to another bigger trouble).
14. It never rains but pours.
15. The last straw breaks the camel's back. (The smallest addition to an already heavy task or burden makes it intolerable).
16. Fore-warned is fore-armed. (A prior warning should prepare one for the contingency).
17. To err is human; to forgive, divine.
18. Out of sight, out of mind. (Once you lose sight of a thing, you forget it altogether).
19. Distance lends enchantment to the view. (Things look nice and beautiful when they are not within reach).
20. Render unto Caesar what is Caesar's. (Be revengeful).
21. Haste makes waste.

22. *Look before you leap. (Do not be reckless and impulsive).*
23. *Make hay while the sun shines. (To make full use of the given opportunity).*
24. *Never look a gift horse in the mouth. (There can be no choice about things given in charity or gift).*
25. *Beggars can't be choosers.*
26. *Nearer the Church, the farther from God. (The more opportunities you have the less you benefit from them).*
27. *Two heads are better than one.*
28. *None but the brave deserve the fair.*
29. *All is well that ends well.*
30. *To rob Peter to pay Paul. (To harm one person [or side] in order to benefit the other).*
31. *Rome was not built in a day. (Things take time to complete and to mature).*
32. *One swallow does not make a summer.*
33. *You can't have the cake and eat it too.*
34. *Every man for himself and God for us all.*
35. *To hit the nail on the head.*

XII. **ABBREVIATIONS**

- *An abbreviation is a short way of writing a word or a phrase that could also be written out in full. The word "abbreviation" comes from the Latin word abbreviate (to shorten) which is related to brevi (short).*
- *Abbreviations are very rarely used in formal writing. Frequent use of unnecessary abbreviations makes the text irritating and complex to read.*
- *The rule about using these abbreviations is very simple: don't use them. Their use is only appropriate in special circumstances.*
- Types of Abbreviations:
 1. *The first letters of two/three words or names are used to form an abbreviation. For example: M.A. (Master of Arts).*
 2. *Acronyms are words formed from the initial letters of other words. For example: UNICEF (United Nations International Children Emergency Fund), FICCI (Federation of Indian Chambers of Commerce and Industry).*

3. the first and last letters of a single word. For example: Mr./Mr (Mister), Dr./Dr (Doctor).

4. Scientific terms. For example- kg, m, ft.

5. Chemical symbols.

For example- Ca (Calcium), H (Hydrogen), NaCl (Sodium Chloride), H₂O (Water).

• Things to remember while using abbreviations:

1. Do not use an abbreviation if it can easily be avoided.

2. In an abbreviation, use full stops and capital letters in the conventional way.

3. Do not forget to punctuate the rest of the sentence normally.

• In the following cases, abbreviations should be avoided:

1. Days of the week or months of the year (in the normal flow of text).

2. Words at the beginning of a sentence.

3. People's names, unless those abbreviations have come to be accepted as nicknames for those particular individuals.

4. Courses such as eco (for economics) or pol sc (for political science).

5. Words such as through (thru), night (nite).

LATIN ABBREVIATIONS

1. etc. et cetera. : "And so on." This is one abbreviation most students already know. Note that, since etc. already means and, it is redundant to write, "and etc."

2. i.e. id est. : "That is more precisely." It is commonly used to refine a general statement or provide additional information. Eg : "Karan's wife always managed to turn the conversation toward job, i.e., the possibility of working after marriage.

3. sic : Indicates a misspelling or error in a quoted source, in order to verify to the reader that the researcher did not create a typographical error, but instead exactly reproduces the way the word or statement appeared in the original material. Eg : There are, according to the writings of seven-year old Mohit, "Manee wayes of riting words" [sic].

4. Ph. D. Philosophiae Doctor. : "Doctor (or Doctorate) of Philosophy." It can refer to the individual as a title, or to the degree itself. Note that it is redundant to write, "Dr. Aggarwal is a Ph. D."
Eg : "Vijay Aggarwal earned his Ph. D. in art history."
5. vs. versus. : "Turned against." Often used in abbreviations for legal trials-though "v." is more common.
Eg : "In the case of Roe v. Wade, the Supreme Court eventually decided that abortion was a medical right."
6. a.v. ad valorem. : "In proportion to the value of [something else].", "To the value." Eg : "The monetary worth of the rupee is figured a.v. the price of gold." i.a. in absentia. : "In absence." Eg : "With further evidence i.a., it is impossible to provide a definitive answer."
7. MS. manuscriptum. : A document, particularly an ancient or historical manuscript, that was not printed, but rather drawn or written.
8. P.S. post scriptum . The abbreviation indicates a last-minute addition to a letter or document. Eg : "That's all for now. Take care. Love, Tarun. P.S. Don't forget to write me back!"

LET'S TEST OUR KNOWLEDGE

1. Choose the word which is similar in meaning to the keyword given in capital letters **CONFERRED**

- (a) Offered
- (b) Divulged
- (c) Damaged
- (d) Advised

Ans-a

2. Choose the word which is opposite in meaning to the keyword given in capital letters **INCLEMENT**

- (a) Pleasant
- (b) Stormy
- (c) Feeble
- (d) Dignified

Ans-a

3. Pick the most effective word from the given words to fill in the blank to make the sentence meaningfully complete

The proud king turned a deaf ear to the ____ of wise counsellors.

- (a) Advices
- (b) Advises
- (c) Advise
- (d) Advice

Ans-a

4. Choose the words that best fits in the meaning of sentence

He warned the workers against supporting these antisocial policies, which he declared would ____ rather than _____ the plight of the common people

- (a) Rescue; Destroy
- (b) Encourage; Defy
- (c) Aggravate; Alleviate
- (d) Empower; Improve

Ans- b

5. Use one word substitution for: A contagious disease which spreads over a huge area.

- (a) Atheist
- (b) Flora
- (c) Epidemic
- (d) Hangar

Ans- c

In each of the following question, a related pair of words or phrases is followed by four lettered pairs of words or phrases. Select the lettered pair that best expresses a relationship similar to the one expressed in the original pair.

6. Lying: Perjury

- (a) Statement: Testimony
- (b) Seeing : Observing
- (c) Taking: Stealing
- (d) Eating: Dining

Ans- a

7. Subsequent: Previous

- (a) Significant: Inconsequential
- (b) Retrospect: Retrospective
- (c) Visionary: Seer
- (d) Caption: Legend

Ans- a

Choose the correct synonym out of the four choices

8. Lethargy

- (a) serenity
- (b) listlessness
- (c) impassivity

(d) *laxity*

Ans- d

9. *Sporadic*

(a) *epidemic*

(b) *whirling*

(c) *occasional*

(d) *stagnant*

Ans- c

Select the correct meaning of the italicized idioms and phrases out of the four choices given.

10. He burnt his fingers by interfering in his neighbour's affair.

(a) *got himself into trouble*

(b) *burnt himself*

(c) *got himself insulted*

(d) *got rebuked*

Ans- a

11. For the first week, the apprentice felt like a fish out of water.

(a) *Frustrated*

(b) *homeless*

(c) *disappointed*

(d) *uncomfortable*

Ans- d

Given below are few commonly used foreign language phrases, select the correct answer from the four options given below:

12. *Mala fide*

(a) *generous*

(b) *bad intention*

(c) *trustworthy*

(d) genuine

Ans- b

13. pro rata

(a) according to rate or proportion

(b) a summary or curriculum vitae

(c) point by point

(d) for the good of the public

Ans- a

COMPREHENSION OF PASSAGE AND ART OF SUMMARISING

1. COMPREHENSION OF PASSAGE

1. IMPORTANT STRATEGY TO SOLVE COMPREHENSION PASSAGES

- Read the passage as fast as possible
- Get thoroughly involved with the paragraph to understand it.
- Underline important lines of the passage to understand the main idea of the passage or tone of the author, which also helps to answer the questions.
- Try to translate a complex line in your own words as it helps in analysing the main idea of the paragraph.
- Underline or mark keywords as it helps you to discover logical connection between the passage and help in understanding better.
- In order to understand the unfamiliar words read the line thoroughly, the theme of the line will make you understand the meaning of the words.
- Do not assume anything on the basis of your personal belief.
- Always look back at the paragraph when in doubt.
- Read the questions and all the alternatives provided and choose the most appropriate one.

2. THINGS TO REMEMBER

1. Find the central idea in the passage:

- It is important to get an overall understanding of the passage and to mentally make a note about the category it belongs to.
- From the first five lines of the paragraph the topic becomes obvious.
- With the help of this, when you solve the questions, it becomes easier to eliminate options that are, in a way, not consistent with the central theme of the passage.

2. Focus on Details:

- Sometimes the questions asked in comprehension are related to specific details in the passage. In such a situation, questions are often direct and can be easily attempted. However, to do this, one must be able to sort such details of the passage without wasting too much time on skimming or reading the passage again. So, it is advisable to note down some points that may feel important to you. You can do this while reading the passage.
- You will get a better hold of what is important and what is not as you practice more.

3. Logical structure:

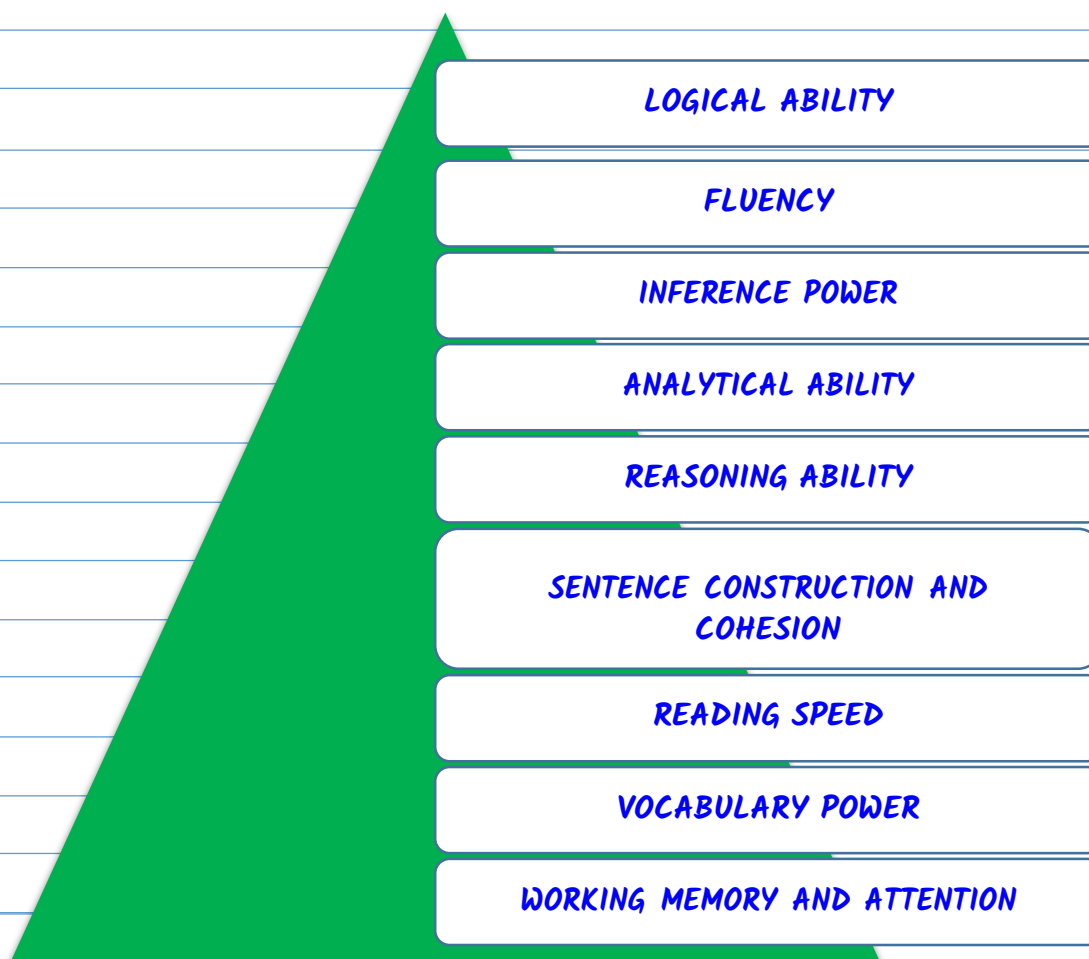
- Sometimes, questions are asked about the passage. For example- "What should be the most apt title for the passage?"

These questions can become very easy if you have a good understanding of the passage.

4. The tone of the passage:

- The most difficult aspect of the passage is the tone of the passage. However, there are certain ways to solve a question like these.
- Firstly, recognize words that have a positive or negative connotation and look for descriptive phrases. Secondly, study and understand the various tones there are. Some of the most common tones are acerbic, biased, dogmatic, optimistic, humorous, grandiose, and introspective (these are only a few, tones are many) sometimes, authors may have a neutral tone and sometimes mixed

3. REQUISITE SKILLS



4. KEY TAKEAWAYS

- Analytical ability, fluency and vocabulary skills are key to reading comprehension.
- Being able to connect ideas within and between sentences helps in understanding the whole text.
- Reading aloud and talking about experiences can help build reading skills.
- Reading speed should be fast in order to scan and skim to summarise the major points of the passage.
- Paying attention while reading allows taking in more information from the text and working memory allows them to hold on to that information and use it to gain meaning.

PRACTICE QUESTIONS

1. It is an old saying that knowledge is power. Education is an instrument which imparts knowledge and therefore, indirectly controls power. Therefore, ever since the dawn of our civilisation, persons in power have always tried to supervise or control education. It has been handmaid of the ruling class. During the Christian Era, the ecclesiastics controlled the institution of education and diffused among the people the gospel of the Bible and religious teachings. These gospels and teachings were no other than a philosophy for the maintenance of the existing society. It taught the poor man to be meek and to earn his bread with the sweat of his brow, while the priests and the landlords lived in luxury and fought duels for the slightest offence. During the Renaissance, education passed more from the clutches of the priest into the hand of the prince. In other words, it became more secular. Under the control of the monarch, education began to devise and preach the infallibility of its masters, the monarch or king. It also invented and supported fantastic theories like "The Divine Right Theory" and that the king can do no wrong, etc. With the advent of the industrial revolution, education took a different turn and had to please the new masters. It now no longer remained the privilege of the baron class, but was thrown open to the new rich merchant class of the society. The philosophy which was in vogue during this period was that of "Laissez Faire" restricting the function of the state to a mere keeping of laws and order while on the other hand, in practice the law of the jungle prevailed in the form of free competition and the survival of the fittest.

a. *What does the theory "Divine Right of King" stipulate?*

- (a) *The king are God*
- (b) *That the right of governing is conferred upon the king by God.*
- (c) *They have the right to be worshipped like Gods by their subjects.*
- (d) *That the right of king are divine and therefore sacred.*

b. *Who controlled education during the Renaissance?*

- (a) *The common people.*
- (b) *The prince*
- (c) *The church and the priests.*
- (d) *None of the above.*

c. *What did the ruling class in the Christian Era think of the poor man?*

- (a) *That he is the beloved of God.*
- (b) *That he deserves all sympathy of the rich*
- (c) *That he should be strong and lord over others.*
- (d) *That he is meant for serving the rich.*

d. *Who controlled the institution of education during the Christian Era?*

- (a) *The secular leaders of society*
- (b) *The church and the priests*
- (c) *The monarchs*
- (d) *The common people.*

e. *What does the word "infallibility" mean?*

- (a) *That every man is open to error*
- (b) *Sensitivity*
- (c) *The virtue of not making mistake*
- (d) *That some divine power is responsible for determining the fate of the man.*

f. *What do you mean by the "sweat of his brow"?*

- (a) *Very hard work*
- (b) *The tiny droplets of sweat on the forehead*
- (c) *The wrinkles visible on the forehead*
- (d) *The sign of innocence.*

g. *What does the policy of "Laissez Faire" stand for?*

- (a) *Individual freedom in the economics field*
- (b) *State control over law and order in society*
- (c) *Joint control of the means of production by the state and private enterprise*
- (d) *Decontrol over law and order by the ruling class.*

h. *Which of the following describes the writer?*

- (a) *Concerned*
- (b) *Unconcerned*
- (c) *Aggressive*
- (d) *Frustrated*

i. *Choose the correct synonym out of the four choice given: Gospels*

- (a) *Chitchat*
- (b) *A teaching or doctrine of a religious teacher*
- (c) *Rumour*
- (d) *Guidance.*

j. *Choose the correct synonym out of the four choices given: Vogue*

- (a) *Uncertain*
- (b) *Out-dated*
- (c) *The prevailing fashion or style*
- (d) *Journey.*

ANSWERS:

1. *B*
2. *B*
3. *D*
4. *B*
5. *C*
6. *A*
7. *A*
8. *A*
9. *B*
10. *C*

2. *India loses grain crops worth crores of rupees every year because of pests. In fact, the increased food production made possible by modern technology and agricultural research would become more evident if farmer is able to effectively combat the various pests and insects that destroy crops. While some of the crops are destroyed after harvesting, a large quantity of grains is destroyed in the fields. True that Indian farmer today is better able to combat these destroyers of grains, for he made available to him better storing facilities for the harvested crops, and modern chemical aid like insecticides with which he may spray the growing crops in his fields. But, one has to remember that not all insects are harmful. The common earthworms, for instance, is a friend of man, because it works like a dustman by breaking up the dead leaves and wood from plants and mixes them with the soil, thus making the soil richer. Therefore, when a farmer sprays his field with chemicals that kills insects, he destroys his friends with his enemies.*

- a. *A large part of the increased food production is lost because of:*
- (a) *The lack of irrigation facilities*
 - (b) *The inadequate rainfall in the country*
 - (c) *The destruction caused by the harmful insects*
 - (d) *Bad eating habits of the people*

b. *The function of the insecticide is:*

- (a) *To protect the growing crop*
- (b) *To nourish the growing crop*
- (c) *To harvest the growing crop*
- (d) *To store the harvested crop*

c. *When the farmer sprays his field with chemical that kills insects:*

- (a) *He spoils his growing crop*
- (b) *He kills good as well as bad insects*
- (c) *He fertilizers the soil*
- (d) *He decreases his food productions*

d. *The common earthworm:*

- (a) *Is the greatest destroyer of crops*
- (b) *Reduces the grain to dust*
- (c) *Breaks up the leaves on the crop*
- (d) *Makes the soil more rich*

e. *After harvesting what the farmer needs is:*

- (a) *A good supply of seeds*
- (b) *Ability to combat the weather*
- (c) *A safe place for storage*
- (d) *A lot of chemical fertilizer*

ANSWERS

- 1. *C*
- 2. *A*
- 3. *B*
- 4. *D*
- 5. *c*

3. Although the legal systems of England and the United States are superficially similar, they differ profoundly in their approaches to and uses of legal reasons: substantive reasons are more common than formal reasons in the United States, whereas in England the reverse is true. This distinction reflects a difference in the visions of law that prevails in the two countries. In England, the law has traditionally been viewed as a system of rules; the United States favours a vision of law as an outward expression of community's sense of right and justice.

Substantive reasons, as applied to law, are based on moral, economic, political and other considerations. These reasons are found both "in the law" and "outside the law" so to speak. Substantive reasons inform the content of a large part of the law: constitutions, statutes, contracts, verdicts, and the like. Consider, for example, a statute providing or purposes were explicitly written into the statute was to ensure quiet and safety in the park. Now suppose that a veterans' group mounts a World War II jeep (in running order but without a battery) as a war memorial on a concrete slab in the park, and charges are brought against its members. Most judges in the United States would find the defendants not guilty because what they did had no adverse effect on park's quiet and safety. Formal reasons are different in that they frequently prevent substantive reasons from coming into play, even when substantive reasons are explicitly incorporated into the law at hand. For example, when a document fails to comply with stipulated requirements, the court may render the document legally ineffective. A Will requiring written witness may be declared null and void and, therefore, unenforceable for the formal reason that the requirement was not observed. Once the legal rule- that a Will is invalid for lack of proper witnessing - has been clearly established, and the legality of the rule is not in question, application of that rule precludes from consideration substantive arguments in favour of the Will's validity or enforcement.

Legal scholars in England and the United States have long bemused themselves with extreme examples of formal and substantive reasoning. On the one hand, formal reasoning in England has led to wooden interpretations of statutes and unwillingness to develop the common law through judicial activism. On the other hand, freewheeling substantive reasoning in the United States has resulted in statutory interpretations so liberal that the texts of some statutes have been ignored.

a. Which one of the following best describes the content of the passage as a whole?

(a) An analysis of similarities and differences between the legal systems of England and the United States

- (b) A re-evaluation of two legal systems with the use of examples
- (c) A contrast between the types of reasons embodied in the United States and English legal systems
- (d) An explanation of how two distinct visions of the law shaped the development of legal reasoning
- b. It can be inferred from the passage that English judges would like to find the veterans' group discussed in the second paragraph guilty of violating the statute because
- (a) not to do so would encourage others to act as the group did
- (b) not to do so would be to violate the substantive reasons underlying the law
- (c) the veterans failed to comply with the substantive purpose of the statute
- (d) the veterans failed to comply with the stipulated requirements of the statute
- c. From the discussion on Wills in the third paragraph it can be inferred that substantive arguments as to the validity of a Will might be considered under which one of the following circumstances?
- (a) The legal rule that a Will be witnessed in writing does not stipulate the formal of the
- (b) The legal rule requiring that a Will be witnessed stipulates that the Will must be witnessed in writing by two people
- (c) The legal rule requiring that a Will be witnessed in writing stipulates that the witnessing must be done in the presence of a judge
- (d) A judge rules that the law can be interpreted to allow for a verbal witness to Will in a case involving a medical emergency
- d. Which one of the following best describes the function of the last paragraph of the passage?
- (a) It presents the consequences of extreme interpretations of the two types of legal reasons discussed by the author
- (b) It shows how legal scholars can incorrectly use extreme examples to support their views
- (c) It corrects inaccuracies in legal scholars' view of the nature of two types of legal systems
- (d) It suggests how characterisations of the two types of legal reasons can become convoluted and inaccurate
- e. The author of the passage suggests that in English law a substantive interpretation of a legal rule might be warranted under which one of the following circumstances
- (a) Social conditions have changed to the extent that to continue to enforce the rule would be to decide contrary to present-day social norms

- (b) The composition of the legislature has changed to the extent that to enforce the rule would be contrary to the views of the majority in the present legislative assembly
- (c) The legality of the rule is in question and its enforcement is open to judicial interpretation
- (d) Individuals who have violated the legal rule argue that application of the rule would lead to unfair judicial interpretations
- f. The author of the passage makes use of all of the following in presenting the discussion of the English and the United States legal systems except
- (a) Comparison and contrast
- (b) Generalisation
- (c) Explication of terms
- (d) A chronology of historical developments

ANSWERS

1. C
2. D
3. D
4. A
5. C
6. D

II. PARA JUMBLES

In parajumbles you have to rearrange the sentences so that they turn out into a meaningful paragraph.

There are two keys to solve parajumbles—:

1. You should be able to understand what is being talked about in the paragraph because it will help in establishing link with other sentences of the paragraph.
2. The next thing which is very important is to identify that the information should be in a flow.

PRACTICE QUESTIONS

1. Choose the most logical order of sentences from among the given choice to construct a coherent paragraph.

- a. People who start up their own business typically come from two extreme backgrounds: One is the business family background and the other is a steady professional family background.
- b. Typically, people from different background face different kinds of basic problems.
- c. The people from both the backgrounds find it very difficult to establish and manage an enterprise.
- d. Starting up and managing a small business is no joke.

(a) d b c a

(b) b a c d

(c) d a c b

(d) c d a b.

Ans- c

2. Choose the most logical order of sentences from among the given choice to construct a coherent paragraph.

- a. venture capital is recommended as the ideal source of financing for a successfully small business.
- b. Several companies including start-ups have been funded by dedicated venture funds during this decade.
- c. Despite this, an average Indian entrepreneur understands and appreciation of venture capital concept has been woefully inadequate.
- d. In the Indian context, though venture capital has been a relatively late entrant, it has already made a reasonable impact.

(a) a b c d

(b) a d b c

(c) a c b d

(d) a d c b

Ans- b

3. Choose the most logical order of sentences from among the given choice to construct a coherent paragraph.
- a. Progress in diagnosis, in preventive medicine and in treatment, both medicinal and surgical, has been rapid and breath taking.
 - b. Much in medicine which is not taken for granted was undreamt of even as recently as 20 years ago.
 - c. Presently small pox has been eradicated, poliomyelitis practically banished, tuberculosis has become curable and coronary artery disease surgically relievable.
 - d. The dramatic surge in the field of molecular biology and research by immunologists and geneticists has succeeded in controlling parasitic disease like malaria and river blindness that affect millions of people round the world.
- (a) b d c a
(b) b a c d
(c) b c a d
(d) b d a c

Ans- d

4. Choose the most logical order of sentences from among the given choice to construct a coherent paragraph.
- a. Instead, many deaths and injuries result from falling objects and the collapse of buildings, bridges and other structures.
 - b. Earthquakes almost never kill people directly.
 - c. Fire resulting from broken gas or power lines is another major danger during a quake.
 - d. Spills hazardous chemicals are also a concern during an earthquake.
- (a) c a b d
(b) d a c b
(c) d c a b
(d) b a c d

Ans-d

5. Choose the most logical order of sentences from among the given choice to construct a coherent paragraph.

- a. The Winchester or hard disk drives can store much more data than what can be stored on a floppy diskette.
- b. Hard disks come sealed and they cannot be removed or changed like floppy diskettes.
- c. Often floppy disk system is used in conjunction with the Winchester disk system.
- d. This makes for an ideal system for secondary storage.

(a) c a b d

(b) c b d a

(c) b a c d

(d) a b e d

Ans-d

III. SENTENCE CORRECTION

In this exercise, one or more sentences are given. You are required to check if there is any error in the sentence or in the marked parts of it. Accordingly, you will choose the option, which is grammatically correct or incorrect.

PRACTICE QUESTIONS

1. One or more of the sentence (s) is/are grammatically incorrect. You have to identify the incorrect sentence(s).

II. It began with acquisitions in information technology and related services sector.

III. In pharmaceuticals, Wockhardt has bought C.P. Pharma of the United Kingdom for \$ 10.85 million.

IV. Tata Tea has taken over Tetley of the UK, the world's biggest tea bag maker, for \$430 million.

V. With the processes, it has become the world's second largest tea company.

(a) II and IV

(b) IV only

(c) II and III

(d) I, II and IV

Ans-b

2. One or more of the sentence(s) is/are grammatically incorrect. You have to identify the incorrect sentence(s).

- (I) There are two main reasons for that predatory mood.
 - (II) Having established a domestic presence, the component makers are now looking for an international presence.
 - (III) Second, having improved their productivity, quality and reliability, Indian companies feel more confident about spreading their wings abroad.
 - (IV) Various other factors are being attributed to this Indian penchant for the takeover game in all sectors.
- (a) I only
 - (b) I and II
 - (c) II only
 - (d) III and IV

Ans- a

3. One or more of the sentence(s) is/are grammatically incorrect. You have to identify the incorrect sentence(s).

- (I) Moving one by one step away from the expected with the graphics and photography can also create reader's interest.
 - (II) Try using a conceptual image or photo to highlight your main message versus very first thing to come to mind when thinking about your product of services.
 - (III) Another form of contrast is in the actual design.
 - (IV) An unusual fold in a brochure or direct mail piece can add excitement.
- (a) I and II
 - (b) II and III
 - (c) I and IV
 - (d) No error

Ans- a

4. One or more of the sentence(s) is/are grammatically incorrect. You have to identify the incorrect sentence(s).

(I) The typeface that you choose for your print project is an important piece of the foremost overall design process.

(II) First, narrow down your choice by selecting the tone you want to present.

(III) Typefaces can convey personality.

(IV) For instance, if you are in the banking industry you might choose a classic serif font, such as Garamond, to convey dependability.

(a) I only

(b) II only

(c) III only

(d) IV only

Ans-a

5. One or more of the sentence(s) is/are grammatically incorrect. You have to identify the incorrect sentence(s).

(I) Readability is crucial.

(II) Be sure of the font we choose is legible and logical.

(III) With all of the newest and interesting typefaces available today, it is tempting to pick one that you think looks "cool".

(IV) This can work if you are going for an edgy look that will appeal to a young audience, but your copy still needs to be easily understood.

(a) I and IV

(b) II only

(c) III only

(d) II and III

Ans-d

II. SENTENCE ARRANGEMENT

PRACTICE QUESTIONS

1. For the government at the Centre gearing (A) / the pressure to check fuel prices is intensifying (B) / up for several Assembly elections this (C) / year followed by the general election in 2019, (D)

- (a) ACDB
- (b) ABDC
- (c) BDCA
- (d) CDAB

Ans- a

2. Companies viable since most of the foreign acquisitions by Indian companies (A) / the world are calculated on the basis of net present value and probable reserves. (B) are done through loans taken abroad, and valuation of the oil assets all over (C) / the rise in oil prices makes takeovers of oil blocks by Indian oil and natural gas (D) /

- (a) DCBA
- (b) DACB
- (c) ADCB
- (d) No rearrangement required

Ans- b

3. Opted for a hike in key interest rates by 25 basis points (A) / at the end of an unusually long three-day meeting, (B) / which is the first such increase in four and a half years (C) / the Monetary Policy Committee of the Reserve Bank of India (D)

- (a) CBDA
- (b) BACD
- (c) BDAC
- (d) No rearrangement required

Ans-c

4. Of higher education because in addition to large-scale (A) / state universities remain central in the entire structure (B) / on-campus enrolment they grant affiliation and thereby administer (C) / and control a large network of colleges in their respective jurisdictions. (D)

- (a) BCDA
- (b) BACD
- (c) ADCB
- (d) No rearrangement required

Ans- b

5. Of the judiciary, and for India's constitutional system of governance (A) / senior-most judges of unquestionable integrity, for the institution (B) / the press conference organized by the four senior-most judges of the (C) / Supreme Court presents, in many ways, a breaking point for the four (D).

- (a) CDBA
- (b) BADC
- (c) ADCB
- (d) No rearrangement required

Ans-a

/// SENTENCE COMPLETION

PRACTICE QUESTIONS

1. Unless he this office , I will not say anything.

- (a) Left
- (b) Did not leave
- (c) Leaves
- (d) Had left

Ans-c

2., I would help all the poor people.

- (a) If I am rich
- (b) If I was rich

- (c) *If I were rich*
(d) *In case I am rich.*

Ans-c

3. *I the news an hour ago.*

- (a) *Have heard*
(b) *Heard*
(c) *Was hearing*
(d) *Have been hearing*

Ans-a

4. *I waited for hour and then I went home.*

- (a) *a*
(b) *an*
(c) *the*
(d) *No article*

Ans-an

5. *The boy is not interested in playing?*

- (a) *Doesn't he?*
(b) *Isn't he?*
(c) *Didn't he?*
(d) *Is he?*

Ans- b

6. *He told us that we should never live beyond means.*

- (a) *His*
(b) *Their*
(c) *Our*
(d) *Her*

Ans-c

7. *May I request you again to consider my case favourably.*

- (a) *To*
- (b) *Onto*
- (c) *Of*
- (d) *No proposition required*

Ans- d

8. *Known as devout and serious person, she also has sense of humour.*

- (a) *Better*
- (b) *Quick*
- (c) *Good*
- (d) *Beautiful*

Ans- c

9. *Galileo said, 'The Earth around the sun'.*

- (a) *Revolved*
- (b) *Is revolving*
- (c) *Revolves*
- (d) *Is revolved*

Ans-c

10. *We our work before the guests arrived at our house.*

- (a) *Shall finish*
- (b) *Have finished*
- (c) *Had finished*
- (d) *Shall have finished.*

Ans-c

2. BUSINESS COMMUNICATION

1. CONCEPT AND SIGNIFICANCE

Communication is a process that involves sending and receiving messages through the verbal and non-verbal methods.

Communication is a two-way means of communicating information in the form of thoughts, opinions, and ideas between two or more individuals with the purpose of building an understanding.

For communication to take place between or among people, two requirements must be met:

- (1) a symbolic system must be shared by the people involved (we need to speak the same language or jargon or dialects) and
- (2) the associations between the symbols and their referents must be shared.

2. SIGNIFICATION OF COMMUNICATION

Effective communication is vital for efficient management and to improve industrial relations.

In modern world the growth of telecommunication, information technology and the growing competition and complexity in production have increased importance of communication in organisations large and small irrespective of their type and kind.

A corporate executive must be in a position to communicate effectively with his superiors, colleagues in other departments and subordinates. This will make him perform well and enable him to give his hundred percent to the organisation.

The following points can illustrate the importance of communication in human resource management:

1. **Base for Action:** Communication acts as a base for any action. Starting of any activity begins with communication which brings information necessary to begin with.
2. **Planning Becomes Easy:** Communication facilitates planning. Planning is made easy by communication. Any type of information regarding the human resource requirement of each department of the organisation with their qualifications, the type and kinds of job etc. can be collected through communication which helps in human resource planning. Policies and programmes for their acquisition can be prepared and implemented. In the entire process communication plays a vital role, it also facilitates managerial planning of the organisation.

3. **Means of Coordination:** Communication is an important tool for coordinating the efforts of various people at work in the organisation.
4. **Aids in Decision-Making:** The information collected through communication aids in decision-making. Communication facilitates access to the vital information required to take decisions.
5. **Provides Effective Leadership:** A communication skill bring manager near to his subordinates and exchange ideas and submits appropriate proposals, knows their opinions, seeks advices and make decisions. This enables a manager to win confidence of his subordinates through constantly communicating with them and removing probable misunderstandings. In this way he leads his people to accomplish the organisational goal.
6. **Boosts Morale and Motivation:** An effective communication system in stills confidence among subordinates and workers ensuring change in their attitude and behaviour. The main cause of conflict and dissatisfaction is misunderstanding which can be removed through communication skills. The removal of misunderstanding makes manager and his subordinates understand each other and create good industrial relations. This boosts up the morale of the people and motivates them to work harder

3. **Introduction to Business Communication**

Business communication involves the constant flow of information within and outside a company. Corporations with a large number of people and various levels of hierarchy often struggle to manage business communications effectively. Therefore, there should be effective and continuous communication between superiors and subordinates in an organization, between organizations and society at large.

Let's Understand ...What Is Business Communication?

Business communication is the process of exchanging ideas, opinions, and information within and outside the business environment to achieve business goals.

4. **Reasons Why Business Communication is Important**

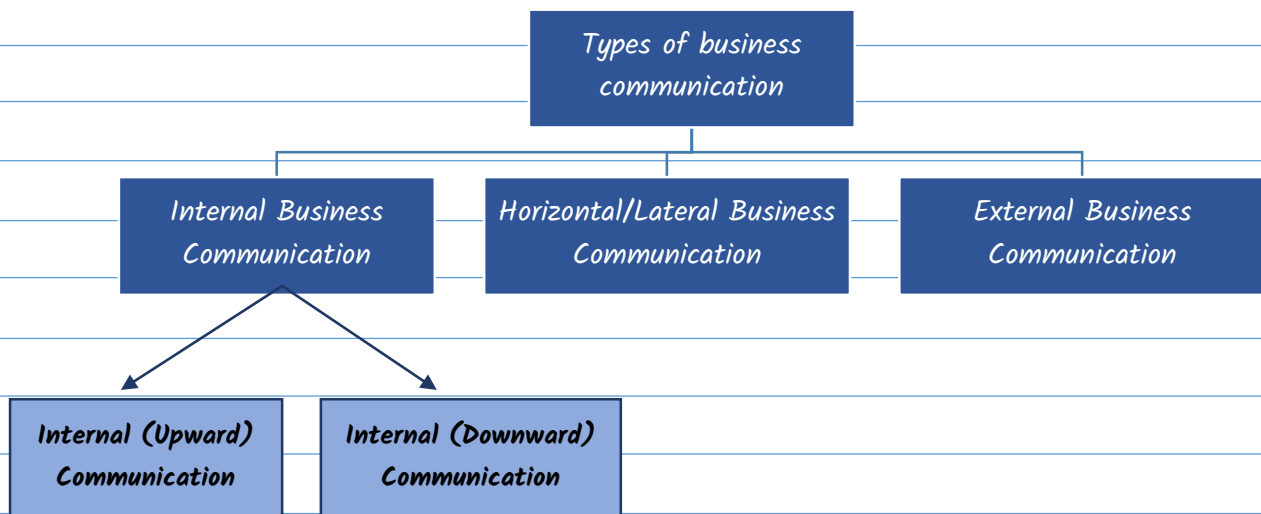
1. **Helps in increasing productivity:** Effective business communication increases the productivity of staff by boosting up teamwork. It creates a trustworthy and understanding environment among employers and employees. Effective communication is related to cooperating with

employees and understanding their needs and desires. By doing so, employees are able to accomplish their tasks more effectively and efficiently. Also, the scope of doing mistakes or errors during their work minimizes due to effective communication.

2. **Helps in increasing customers:** Customers are an important part of any business and effective business communication can facilitate in attracting new customers and retain the current customers. A well-defined marketing strategy and public relations campaign run by an organization generates the interest of customers in its goods or services and helps in building the corporate image in customers.
3. **Enhances business partnerships:** Business Communication also improves partnerships in business. It plays a significant role in dealing with external business clients or vendors. Vendors may be required to communicate on products regularly for improvements. Also, an effective and harmonious relationship with other businesses determines the further success of an organization. A business unit that has developed its image as an entity for easy partnership through its effective communication can attract other business units for forming business relationships with them
4. **Facilitates innovations in business:** Effective business communication helps in business innovations as well as it facilitates employees to convey their ideas and suggestions openly. Similarly, at the time of launching any new product in the market, effective communication ensures the performance of the sales team, market acceptance of the product, fast delivery of products in the market, etc.
5. **Information exchange:** Business communication is required by an organization for exchanging information with internal and external stakeholders. This helps in achieving its goals effectively.
6. **Preparation of plans and policies:** Through effective business communication, organizations can make their plans and policies properly. Relevant information is required for preparing these plans and policies. Through communication, different managers source information through reliable channels.

5. **Types of Business Communication**

There are 4 main types of business communication in any organization or business i.e.



1. **Internal Business Communication:** Internal Business Communication means communication that occurs within the members of the organization. This communication includes both formal and informal communication. Also, different departments that transmit communication by different means to employees come under internal communication. Internal communication should be effective as it is a vital source of viewing and representing organizational issues. Effective internal business communication may increase job satisfaction level, productivity, the efficiency of employees by decreasing their turnover and grievances and helps in increasing profits.

a. **Internal (Upward) Communication:** This type of internal communication involves the bottom to the top management approach. Here, the information flows from subordinates to managers or any person that is on the upper in the hierarchy level.

For example, employees of the HR department of an organization prepare an attrition report and communicate the same to the HR Manager. The attrition report consists of information on the monthly or annual employee turnover of an organization and reasons for the same. This helps the HR Manager to understand the cause of attrition and to take corrective measures on time to reduce employee turnover. The characteristics of upward internal business communication include:

- It includes bottom to top approach i.e. subordinates to superiors.
- Its nature is participative.

- The main purpose is to provide timely feedback, suggestions, making requests, escalating any issues or concerns, etc. to superiors.
- The flow of the information is from the lower level to the upper level.

b. Internal (Downward) Communication: In downward communication, the information flows from the top-level management to the employees in an organization. This information is related to passing on instructions to subordinates or employees to do their respective tasks.

- Downward communication is being used by managers to communicate different goals, procedures and policies, guidelines, decisions, instructions, etc. to their subordinates.
- The process of downward communication in business includes passing on messages from the top level to the lower level through the chain of hierarchy.
- This type of communication can be in oral or written form. The written form includes different notices, manuals, news display in electronic form, etc. whereas, the oral form of downward communication includes different face-to-face conversations, telephonic communication, meetings, etc.

For example, the top-level management may instruct managers of different departments on certain new rules and regulations in the work area that need to be carried out in routine activities of different departments.

For example, there may be a change in the office working hours or office timings by the management and the same is communicated to employees by circular or notice or through the e-mail system.

The characteristics of downward internal business communication include:

- It includes top to bottom approach i.e. superiors to subordinates.
- Its nature is directive.
- Main purpose is to communicate organizational objective, plans and procedures, instructions, etc. to subordinates.
- The flow of the information is from the upper level to the lower level.

2. Horizontal/Lateral Business Communication

- Lateral or horizontal communication is related to communication among co-workers i.e. either verbal communication or written communication.
- This may include inter-departmental communication or communication between cross-departments and can be between people of the same or similar rank in a company.
- This communication happens among employees having an equal hierarchy level.
- To achieve the functional effectiveness of different organizational units, horizontal or lateral communication is required for seeking mutual cooperation and mutual help.

For example, the Marketing head of an organization is supposed to communicate about market trends, customer needs and expectations, product demand scenario, etc. to a production head for production of products accordingly.

3. External Business Communication

- Communication with people who are external to the organization is known as external business communication.
- These people can be customers or shareholders or suppliers or partners or regulatory bodies, etc.
- External communication facilitates increasing sales volume, effective operations, an increase in profits of organization, etc. This ultimately results in increasing corporate image, goodwill and overall performance of the organization by achieving its goals and customer satisfaction.

6. Methods of Communication for Business

Verbal Communication

Nonverbal Communication

Written Communication

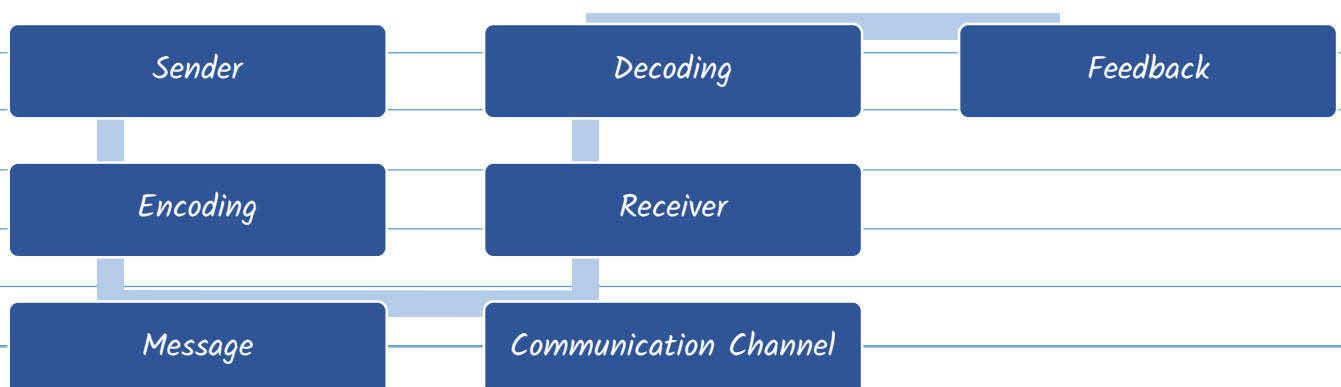
Visual Communication

Although many companies and organisations still depend on face-to-face communication to conduct business, it is likely that a company may also rely on a variety of communication methods. There are four standard methods of communication a business may use:

- **Verbal communication:** Verbal communication is the use of language to transfer information through speaking or sign language, including active listening. Examples of verbal communication in the workplace include virtual meetings, phone calls and in-person conversations.
- **Nonverbal communication:** Nonverbal communication is the use of gestures, facial expressions and other nonverbal cues to convey information to others. Nonverbal communication includes smiling or frowning, crossing your arms and nodding
- **Written communication:** Organisations may deliver written communication through print or digital media. Examples include emails, Business letters, memos, reports and other documentation that clients read to learn about a brand or materials that employees share with each other to relay important information.
- **Visual communication:** is the use of images and graphics to convey information. Companies typically use visuals alongside verbal or written communication to provide helpful context and clarification. Visual communication can include charts, maps, infographics and videos.

7. **Process of Communication**

Communication is a dynamic process that involves transmitting information from the sender to the receiver through a channel which in turn gives the feedback in the form of some message within a given time frame. There is a total of seven major elements involved in the process of communication; they are:



1. **Sender:**

The person who initiates the communication in the form of sending the encoded message to the receiver of the information is known as the sender. The sender is the first person involved in the process of communication. The sender is the one who is responsible for the transmission of the correct information and convey it to others.

2. **Encoding**

Encoding is the second element in the process of communication. The encoding is done by the end of the sender so that it can be decoded by the receiver in the correct form. The sender encodes the message in the form of certain words or some certain symbols, body language, some signs or gestures to translate the information into a message. The way the sender encodes the message denotes the perception, background, competencies, skills, or knowledge of the sender.

3. **Message**

As the message is encoded now, it is ready to be formed into a message by the sender to be further conveyed to the receiver. The message can be oral, written, verbal, graphs, gestures, signs, mood, sound, etc.

4. **Communication Channel**

The sender then chooses the channel/ medium through which the information will be conveyed to the receiver or recipient. This is a very important channel as the right, and most appropriate channel needs to be chosen to be able to convey the message in the most right and effective manner. The channel may be oral, written, verbal, internet, web, gestures, signs, symbols, newspapers, etc.

5. **Receiver**

The receiver or recipient is the one for whom the message is intended. How the receiver decodes the message purely depends upon the knowledge which he or she has.

6. **Decoding**

Decoding is done by the receiver of the message. Decoding is done to interpret the message in the correct means in which it is intended.

7. **Feedback**

The final step of the communication process is the feedback step. The feedback intends that the sender has sent the right message and the receiver has received and decoded the right

message and understood that in the best possible way. Feedback is necessary as it increases the efficiency and permits the encoder to know the efficacy of the message.

8. Means of Communication

Communication is a wide term that involves various categories like verbal, non-verbal, written, visualization like pictorial representations including graphs, diagrams, etc. Let's discuss all of them in detail:

1. Verbal Communication

Verbal communication is also known as spoken communication. Verbal communication can be done by means of direct face-to-face contact, telephonic conversation, television, FM radio, and any other means of verbal or spoken communication.

2. Non-Verbal Communication

The second type of communication category is the opposite of verbal communication, which is non-verbal communication. Non-verbal communication includes the body gestures which a person makes, how a person is dressed up for a particular thing like dance, drama, thriller, etc. The tonal expressions or the mood of a person are also an example of non-verbal communication.

3. Written Communication

The other kind of category of communication is the written communication which includes writing letters to someone for conveying the message, sending proposals or postcards to communicate. Internet or web writings is also another kind of written communication.

4. Visualizations Communication

can also be established between the sender and the receiver via visuals like pictorial representations and graphs etc. To communicate something related to stats or data and to make some kind of analysis, communication through visuals helps

CHOICE OF MODES OF COMMUNICATION

Modes of Communication

Verbal Communication Let us look at the various characteristics of verbal communication. Let's consider verbal and live communication and not recorded videos/audio here. The % of recorded verbal communication is very small. Youtube has changed this quite a bit. Still, the usage of it in professional communication is minimal.

According to research by Dr. Albert Mehrabian "Words convey only seven percent of our message, while the rest of communication occurs through our tone, volume, facial expressions, gestures, posture and the like 93 percent of communication is nonverbal."

- **Ability to Motivate** - Works well to motivate and convince people
- **Personal and/or confidential discussions** - Works well for personal discussions like bouncing off an idea. Or can be used well with to few people
- **Suited well for confidential communication**
- **Natural & Easy** - After non-verbal communication, verbal communication is the next one that is picked up before one learns to write. Hence, it comes more naturally and easily than written communication
- **Transient and not reusable** - The whole communication cannot be reused or transferred to another person without additional repetition. Hence, it is not scalable if there is a need that others need to be included into the conversation or even at the least to be informed
- **Unstructured or semi-structured** - Provides scope to keep the conversation open ended and evolve as the conversation proceeds
- **Synchronous** - It goes without saying that the people involved have to be there at the same time. Multi geography teams are becoming the norm rather than the exception. This can be a challenge if relied upon a lot.
- **Visual augmentation** - When the communication needs to augmented with visual cues, whether it is empathy or urgency etc., it is possible to do that

Written Communication

The characteristics of written communication differs quite a bit from Verbal communication. Andy Grove in his book "High output management" says that the act of writing is itself the goal, and not just the final artifact.

Another great quote about the benefit of written communication. "I write because I don't know what I think until I read what I say. - Flannery O'Connor"

Let us look at the characteristics.

- **1 to Many** - Write once and read multiple times. The cost of incremental communication to new audience is close to nil. This has powered the exponential reach of information whether it be palm leaves, to books, to the internet.
- **Structured** - Written communication infuses some amount of structure into the communication.
- **Asynchronous** - The communicator and communicated do not have to be online at the same time. This can be a huge differentiator with geographically distributed teams.
- It enables people to work in **parallel**.
- It makes people **independent**
- **Random Access pattern** - It can account for varying levels of interest in the topic. E.g. one person may be interested only in the high level objectives and overall flow, while others are interested in the complete details. Both types of people can efficiently process the document
- **Referenceable** - Both verbal and written communication can refer to other written documents. While it is possible to refer to verbal communications to some extent, it is not as efficient and simple
- **Referable** - When there is some loss of information from the original state, the written document can be referred again to set the information back to its original state
- **Durable** - Similar to the ACID properties of a database, written information is durable. Whatever it is, it will remain the same over time or as it is transferred
- **Lots of details** - When there are lots of details, written mode serves the purpose well
- **Combinations of some of these characteristics** - As an example, Random Access Pattern and Referenceable can be a combined requirement. As I am reading one document, I can reference another one. This is not possible with verbal communication.

Hybrid - Written and Verbal Communication both

An example of this is where someone has written up a proposal and then walks the audience through it.

This form of hybrid communication will have the combined pros and cons of the individual forms although each at a more subdued level. Hence, it can be used to choose the best of breed approach i.e. written form for its advantages and the verbal form for its advantages.

In addition the following characteristics are unique to the Hybrid mode

- **Complex information** - With complex information, just verbal or written usually does not suffice. A hybrid mode suits this well
- **Discussion** - Discussions are possible in a verbal mode also. The Structured attribute of written communication provides a nice foundation to have an efficient discussion on Once the written form is discussed, there can be changes that need to be made to the document.

Silent Communication

In keeping with our analytical reasoning, silent communication can be considered as communication where there is 0 information transferred. This is not just a theoretical possibility. We will see in what places it can manifest, later in this blog.

Challenge & Solution

Even when we know the preferred communication mode for a particular task, sometimes we choose a sub-optimal mode.

Primary reason is the lack of time in the short term to pick the preferred communication method e.g. choose verbal communication when the preferred mode is written. The communicator will have plans to later write it down. Firstly, all the advantages of the preferred method such as consistency, efficiency and durability is lost till the preferred method is done. Secondly, time can continue to be a factor, and the preferred method may never be done, or when done is not as rich as it would have been done when the communicator was fully engaged in the task of preparing the material. This is a separate topic to be discussed.

The suggestion is that you find the right balance, and attempt to choose the preferred method more often than not

Tasks, Audiences & Suggested mode

I will consider a few tasks that is part of a product development process and discuss the preferred modes of communication

Product Vision

- **Audience** - Entire team associated with the product
- **Characteristics needed** - Motivate, 1 to Many, Semi-Structured, Synchronous, Asynchronous, Referenceable, Referable, Durable

- **Suggested mode** - Hybrid mode of written down vision + verbal delivery
- Powered by the persuasive & synchronous verbal communication
- Written communication will be referenceable, referable and durable in an asynchronous manner

Product Backlog

- **Audience** - UX, Dev, Qa, Documentation teams. Other Product managers and stakeholders, Future members of the above groups
- **Characteristics** - 1 to Many, Structured, Asynchronous, Random Access, Referenceable, Referable, Durable, Lots of details
- **Suggested mode** - Written | Discussions will be based on the written artifacts.
- It is different from the hybrid mode above in which the outline is written down, and the messaging is spoken.
- This task requires all the characteristics of written communication and hence is a natural fit.

Technology Architecture/Design

- **Audience** - Current and Future Developers, QA, Devops, Product, Support functions
- **Characteristics needed** - 1 to Many, Structured, Asynchronous, Random Access, Referenceable, Referable, Durable, Lots of details, Complex information, Discussion
- **Suggested mode** - Written
- Similar to the roadmap, there will be discussions that follow the written documents.

Software code documentation

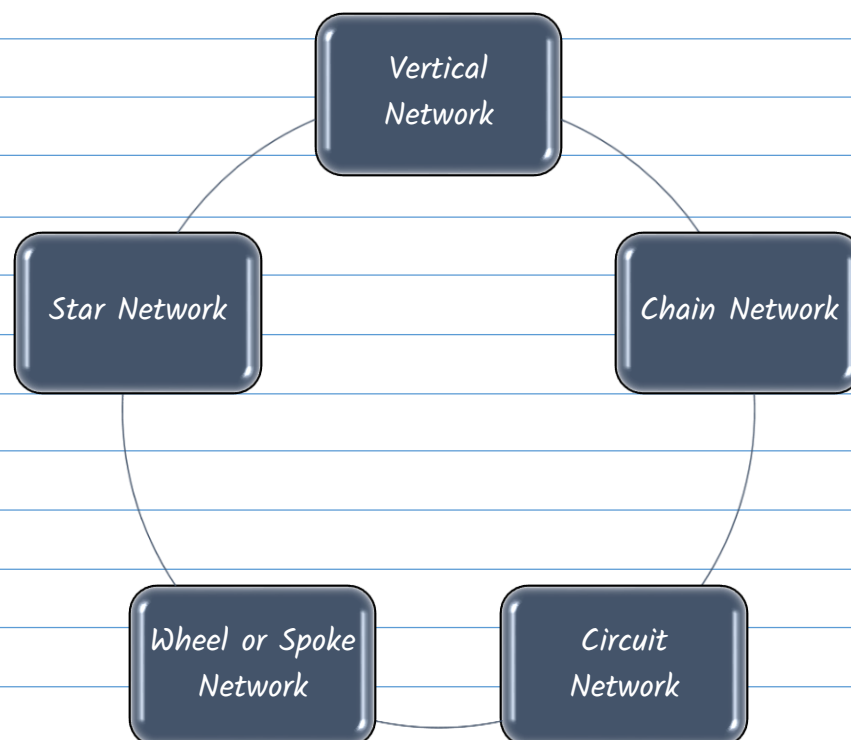
- **Audience** - Current & Future Developers, QA, Support teams
- **Characteristics needed** - 1 to Many, Asynchronous, Referable, Durable
- **Suggested mode** - Written
- The challenge is that sometimes Silent Communication is present.
- However the audience and the characteristics necessitates that the silent communication should not be chosen in this case.

9. **Communication Networks-vertical, circuit, chain, wheel, star**

Introduction

In an organization, members contact each other and the pattern of contacts or flow of information is the communication network. Contacts are created with different pattern and this helps the management to contact the employees. Through the network, the resources can share their data and applications. The network is divided based on the number of people involved in the communication, organizational size and nature of the communication network. The common network patterns are Vertical Network, Circuit network, Chain network, Wheel network, and Star network. Transmission and reception of information is the basis of communication.

Below are the types of Communication Network:



1. **Vertical Network**

The communication which passes from one person or process to another person or process in a vertical pattern is called Vertical Network. It can happen either in the top to bottom or bottom to top format. This communication provides an immediate response as the receiver receives the information faster than any other network. We can call this network as a formal

network. The best example is the communication between top level and bottom level employees. Miscommunication does not happen in this network as this is a type of direct communication.

2. Chain Network

This network is in a hierarchical level and follows a series of commands. Here bottom to top communication does not happen. Superiors ordering the subordinates is the best example of this type of network. Also, the leader leading the group of people is an example of Chain Network. The message has to reach from top-level to bottom level without any alteration of meaning or words. Care should be taken to avoid the same. This network is not fast and few people who don't understand the message will remain in the loop.

3. Circuit Network

When the communication between two people happens simultaneously in a circuit is called Circuit Network. Though it works like Vertical Network, there are no superiors or subordinates or at least not considered like them. Here the communication is a two-way communication. The messaging or information reception is continuous and the people involved can be at the same hierarchical level.

4. Wheel or Spoke Network

The commands or information is from a single superior and subordinates form a wheel in the network. The entire network is highly centralized format and expects immediate feedback once the message is given to the receiver. And due to this, we can call this communication as a type of micromanagement. This network is an improved form of Chain Network. Since the information is received directly from the central authority, there is no chance of miscommunication and the communication is very powerful. Start-ups mostly use this type of network.

5. Star Network

Several people are involved in this network and the process forms a star shape. This network enables people to communicate with each other or with people who are involved in the same process. This network can be considered as a development of a wheel network with no central

person to control the way of communication. All are free to communicate with each other. No restrictions are present to block the communication between people in the process. Teamwork is built using this communication. A WhatsApp group which is related to work is a good example of Star Network.

10. **Characteristics of Communication Network**

Below are some of the characteristics explained.

- The information to be passed or the message to be shared among the people in the same network should be clear and should be free from any jargon. Active voice should be preferred and the message should be in simple words and short. If the message is long, it is better to transfer the message with bulleted points.
- The message has to be concise which only then the listener be careful to read with full attention and with no loss of concentration. Long or lengthy messages should be avoided at any cost. People will not have enough patience to read the entire message if it is elaborated with very less meaningful words.
- The message passed should be explained well with concrete information. False messages should not be passed in any case which leads to communication mishaps.
- The messages should be passed in relevant order. It is not good if the message is passed saying the end in the beginning or finishing the message without full information. The receiver will understand the message in a wrong manner which will lead to conflicts and the ideas will differ. The information should be passed between persons in a logical, sequential and well-planned manner. Hence this part has to be concentrated well.
- The transmitter person should be honest, respecting others and open with the listener at the bottom level or end of the conversation. The transmitter should be considerate with the listener and should use polite words. The messenger should not be rude at all as the rude messenger will not find any receptors for his information even if the information is important. The messenger should not be a racist and should never use such terms while passing the information. All the persons in the other end receiving the information should be considered equal and should never use inconsiderate words while transmitting the information.
- The listener also plays an important role in the communication network. They should understand the information very well and should clarify the same if possible. The message

should be detected from the mixed words, non-verbal actions should be analyzed well, practical to understand the problems and mature enough to act according to the information.

- Care should be there from the listener's side to focus the message when it is sent from the other end. Miscommunication should not happen.
- Emotions should be controlled while passing information. The listener should not use his knowledge to pass information to other people in the loop. The focus should only be on the information passed from the top level.

The type of network to be used depends on the message to be passed from one level to another. Also, security has to be considered for the network communication. Each network has its advantage

II. **Commonly used Mediums of Digital Communication**

What is digital communication?

Digital communication is any type of communication that relies on the use of technology. There are many types of communication as channels. These include email, phone calls, video conferencing, many types of instant messaging like SMS and web chats. Even blogs, podcasts, and videos are considered forms of digital communication

What are the communication channels for?

Communication channels help to build your brand with your audience. It also helps to intensify sales and help you understand their behavior. They function as a bridge between you and your audience. Thus, knowing how to work in each channel is as fundamental as choosing your buyer persona because your digital marketing strategy will be built on that. There is no specific channel that brings you a bigger and better result. Everything depends on your business and the profile of your customers. But since there are several communication channels, it is recommended that you be in more than one. In this way, the public will have more than one customer service option. Thus, you will have more opportunities to strengthen your relationship with them. Opt for a form of communication that is related to the culture of the company

How to choose the right communication channels?

It might be tempting to communicate through as many channels as available. But most businesses would enjoy a more calculated and mindful approach. Below are a few things to think about before you select a channel for your business messages.

Take a look at your budget

Your budget will also influence your choice of communication channels. Because you'll have to invest some money to get your message across, ask yourself: Is the channel affordable given your company's budget? What tools are available for each channel? If you're going to use many mediums for business communications, how much money are you willing to invest in each?

Consider your message

The type of message is another thing you should take into consideration. Ask yourself whether the information is formal or informal? Does it include visuals or text? Is the message time-sensitive or trivial? Does it need to be easy to find later? Then, zero in on the appropriate communication channels to use. If you're delivering a presentation, then you might want to take advantage of video conferencing software. Make sure it has a screen sharing feature so you can share different types of reference materials.

Get familiar with your team

It might seem obvious, but the choice of communication channels depends on the preferences of your team. Who are they, and what channels do they engage in? Do they prefer phone calls, text messages, or some other form of communication? You can find this out by conducting an employee engagement survey. Knowing where your team hangs out will help ensure you're using the proper communication channels to talk to them.

Advantages of Digital Communication

- In digital signals, the impact of noise interference, distortion is more minor.
- It facilitates video conferencing that saves time, money, and effort
- It is less expensive.
- It is used in military applications.

- The correction and detection of errors are easy in digital communication.
- As compared to analog signals, it is easy to save and retrieve digital signals.
- In digital signals, the configuring process is easy as compared to analog signals.
- There is a standard encoding technique in most digital circuits. So for several processes, similar devices can be used.
- The probability of cross-talk is significantly less in digital communication.
- The implementation of hardware is more flexible in digital communication.
- In digital communication, to avoid signal jamming, the spread spectrum technique is used.
- It also facilitates audio conferencing by which we can talk to someone or a group of people. Thus, it saves time, effort, and money.
- To maintain the secrecy of information, the signal processing functions like compression and encryption are employed in digital circuits.
- Digital communication is cheaper and more straightforward compared to analog signals because of the advancement of IC technologies.

Disadvantages of digital communication in the workplace

- here is high power consumption in digital communication.
- There is a requirement for synchronization in the case of synchronous modulation.
- There is a sampling error.
- The most common limitation of digital communication is that it requires more transmission bandwidth. It is due to the higher data rate because of analog to digital conversion.
- Digital communication requires analog to digital conversion at a high rate.
- There can be a possibility of miscommunication if a user doesn't understand something.

What are they used for?

Communication channels help you build and establish your brand with your consumer. You can do this by increasing sales and contributing to helping you understand your audience's behavior. They create a bridge between you and your audience. So, knowing what they are and how to work with each channel is as essential as choosing your persona because this will be the foundation for your digital marketing strategy.

There is no specific channel that will bring you more outstanding and more significant results. It will all depend on your business and your customers' profile. But since there are several communication channels, it's recommended that you have more than one channel. This way, your audience will have more than one customer service option. And, you'll have more opportunities to strengthen your relationship with them.

Why should you use more than one communication channel?

Choosing the correct communication channels for each situation is crucial for the success of your business. You'll have to use more than one channel. After all, your audience might be on all of them, and you'll never know if you don't use them. But if you work alone or still don't have a team to help you on each channel, don't try to use them all.

It's essential to be able to answer your customers' questions and receive their suggestions. And when you have many communication channels, this can become an arduous task that's hard to control.

12. Outline strategies

Keep an eye on all communication channels used to always keep them updated. It's essential to add new content at least once a week and have an editorial calendar to help you with this.

Research

Create a daily reading routine to stay informed about the main events of your digital market. This will help you when it's time to produce content. Manage all of your communication channels. It's very easy to forget about a communication channel, which will make your customers' messages accumulate. To keep this from happening, create a management routine and check all comments that your business receives.

Identify your persona

A persona is a fictional character that represents your ideal customer. It's the sum of all characteristics of the people to whom you intend to direct your product or service. Unlike a target audience, when we create a persona, we look for more detailed characteristics, such as habits, personality, desires, and needs. The creation of the persona will direct your product to

the right people, in addition to showing which communication channels your audience uses the most. Thus, you'll understand where you need to be present to talk to your audience.

13. **Essential Digital Communication Channels for Business**

Social Media

72% of U.S. adults use social media, with Facebook, YouTube, Twitter, Instagram, and LinkedIn being the most popular platforms. Social media allows people worldwide to connect with friends, family, celebrities, and brands through bite-sized textual and visual content. Social media is the top-ranked channel for connecting with customers, and 57% of customers will increase their spending if they feel connected to a brand.

As Forbes reports, brands can use YouTube to build web series, partner with influencers, create how-to videos, give behind-the-scenes looks at their processes, and repurpose website content. Since Google owns YouTube, brands should also consider using search engine optimization tactics, so their videos show up in search results.

Facebook is also effective for building an engaged social community, either through an official brand page or relevant groups. Brands would be wise to invest in native video, which founder Mark Zuckerberg hopes will "encourage meaningful social interactions."

70% of consumers feel more connected to a brand when its CEO is active on social media. As a business-to-business (B2B) social network, LinkedIn is useful for connecting with other companies, sourcing new hires, and engaging in thought leadership. Executives, for example, can use LinkedIn to create blog posts pulling back the curtain on their brand and engage with other experts in their field.

Instagram provides a hub for fashion, beauty, and celebrity content. Most brands use Instagram Stories, ads, and IGTV for long-form videos to reach audiences. Parent company Facebook reported that 66% of Instagram users connect with brands on the visual platform.

Twitter is also a go-to platform for customer service, as many brands have created separate customer care accounts for inquiries. Brands and consumers use the platform to live-tweet

their favorite events, follow and contribute to trending hashtags, and connect one-on-one through public interactions or direct messages.

Email Marketing

Many businesses with in-house digital marketers use email marketing, with up to 66% rating this tool as excellent for delivering ROI.

Email is the currency of the web, and anybody online has an active email address. And while Facebook and Twitter might seem pretty ubiquitous, the ongoing struggle over data breaches and privacy means plenty of people are exiting some social media channels. So when it comes to connecting with your prospects and customers, there's no channel with a wider reach than email. And when it comes to conversions, there isn't a more powerful channel than email.

The average clickthrough rate of an email campaign is around 3% of total recipients, whereas the average click-through rate from a tweet is around 0.5%.

This means you are 6x more likely to get someone to click through to your website via email than you are from Twitter. As discussed earlier, your email subscribers have told you they want to hear from you, which isn't typically the case with social media.

Blogs

It is possible to build a cycle of publications with blogs and create new ways of approaching your audience. The idea of the blog is to expose your knowledge showing not only the subject in which you have recognized authority but also covering general topics of interest to your audience.

It is crucial to keep the blog constantly updated. In this way, you create a dynamic since your audience knows that you will always publish texts. That increases your visibility, loyalty to your visitors and conquers the confidence of your client.

Websites

Whatever the size of your company, a website can give your business the online presence it needs to communicate and/or sell to prospects. And 69% of Americans have purchased an item from the website.

Your company website serves as a prerequisite for your business. It is where customers go to judge whether you're credible or not, and it's also one of the most impactful customer-facing communication channels at your disposal. As such, you want to make sure you have a user-friendly interface, branded designs, and plenty of customer reviews and testimonials.

Building a website for your business will mean you could potentially reach these otherwise unreachable customers. Your business might be local, but you might have the potential to sell your products or services to a broader market, whether it be people in the next town, the nation as a whole, or even the international market.

Videos

Nowadays, videos aren't only used to entertain or promote products and services. They are produced and also used for didactical and educational purposes

Your audience needs to have an authentic experience that is interesting to guide them to the video's primary objective, which is either selling or informing something.

In addition to being fast and attractive, this type of content facilitates the understanding of the message. As with the communication channels we've mentioned, it's essential to create a content marketing strategy for your video.

Just as the communication channels presented are essential, so is creating a content marketing strategy for your video

External complaint channels

Since not everything is a bed of roses, it's common to have unhappy customers that complain about your product or service on communication channels, which you don't necessarily control. Websites such as Yelp and Google reviews are used to show this dissatisfaction, and you must know everything that is being posted on them and answer them

This way, you can understand your customers and can also take action to change their perception of your business.

Phone calls

One of the most common communication channels in business is a phone call. A quick phone call can clear up confusion or convey new information across long distances, and conference

calls can allow multiple people to take part and elaborate on their perspectives. Phone calls lack the nonverbal cues of in-person conversations or video-conferencing but may provide a simple, affordable communication channel for customers and employees.

In-person

In-person, verbal conversations are some of the most common and effective communication channels in a business.

Talking to someone in person allows you to use both verbal and non-verbal communication cues, which can help improve the quality and efficacy of your conversations. Since most of our communication is non-verbal, it's essential to include both verbal and non-verbal cues to reinforce the conversation.

It's also easier to convey the tone of the conversation when you speak to someone in person.

Sometimes, written or digital communication can lack tone, leading to confusion

Speaking in person, your tone of voice, body language, and vocabulary can bring clarity to the conversation and ensure everyone understands what you're talking about.

Customer service

This sector, which is often the gateway for the user, goes beyond customer service to clarify their doubts and solve their problems. Quality care transforms customer pain point solutions and can turn a defender of the brand.

In addition to anticipating possible difficulties, you can identify bottlenecks and discover your significant doubts and needs through customer service. You can offer this service via email, phone, or chat.

The important thing is to have a qualified team with a high level of knowledge about your business and provide good service to your customers.

14. Listening Skills

Listening skills are skills that contribute to your ability to accurately receive information when communicating with others. These skills are an important part of effective communication in the workplace. Developing good listening habits can help to ensure you understand the

information correctly, interpret messages accurately and optimise your conversations and communications for efficiency

Why are listening skills important?

Developing skills that can help you become a better listener is important for several reasons, including:

Building relationships

Good listening can help you build and maintain positive relationships in the workplace. Showing interest when communicating with others can help you build trust and develop long-term, mutually beneficial professional relationships. Good listening can help you prevent misunderstandings between co-workers, perform your duties accurately and anticipate the needs of your customers.

Learning new skills

Effective listening is an important way to help you learn new skills. In order to accurately follow directions, it may be beneficial to develop skills and habits that contribute to the quality of your listening. By listening closely to the advice, guidance and directions of your mentors or supervisors, you may be able to learn new skills and advance your range of capabilities.

15. Performing effectively

Listening intently can help you accurately follow directions. By following directions exactly, you may be able to improve your performance in the workplace. By listening closely to directions, guidelines and requirements, you may be able to avoid errors and improve your processes.

16. Types of listening skills

Below are four types of listening that can help you become a better listener:



Deep listening

Deep listening occurs when you're truly committed to understanding the speaker's perspective and message. Deep listening includes paying attention to verbal and non-verbal cues in order to gain a full understanding of the speaker's experiences, thoughts, feelings and objectives. This type of listening is especially useful when building relationships, establishing trust and fostering rapport with co-workers, customers, clients or vendors.

Full listening

Full listening includes trying to fully comprehend the practical content of a speaker's message. This type of listening often involves active listening skills, like paraphrasing and asking clarifying questions. Full listening can be particularly helpful when interpreting directions, learning new material or developing new skills.

Critical listening

Critical listening involves using logic and reasoning to separate opinion and fact when listening to a speaker's message. Critical listening usually involves using your previous knowledge or experiences to identify factual content in communication. Critical listening can be especially important in professions that use persuasive speaking, debating or investigatory skills.

Therapeutic listening

Therapeutic listening is a more intimate type of listening that often involves receiving information from a speaker about their challenges or emotional situations. In the workplace, this type of listening is often an important part of succeeding in a career that deals with sensitive topics or emotional discussions. Therapists, doctors and counsellors often benefit from developing their therapeutic listening abilities.

17. How to practise Effective listening skills

Effective listening is a combination of techniques that include careful listening, observation and non-verbal clues. Below are seven skills that can help you improve your active listening abilities.

Limit distraction

Practice objectivity

Reflect Reflecting

Clarify

Summarise

Use Body Language

Share

Give your full attention

Pace the conversation

Ask Meaningful questions

Recall previous information

1. Limit distraction

An important part of active listening is limiting distraction so you can gather all the necessary information and details of your speaker's message. Limiting distraction could mean putting your phone away before entering into a conversation, having important conversations in a quiet, private space or allowing yourself a brief pause to ensure you fully understood the message of your speaker before responding.

2. Practice objectivity

Practising objectivity and ensuring you receive all information without bias can help you remain open to the messages and perspectives of your speaker. Even if you have a strong opinion about

the topic of conversation, setting aside your opinions in order to receive your speaker's message without judgement can help you consider new possibilities and innovative perspectives

3. **Reflect Reflecting**

refers to mirroring your speaker's message in order to convey that you understand their message. Reflecting can help assure speakers of your comprehension and can indicate your engagement in the conversation. This type of active listening skill can be especially helpful when engaging in therapeutic communication. For example, if your speaker says, "I'm tired of working late to make up for others who don't complete their tasks," you could say, "It sounds like you're feeling frustrated and overlooked."

4. **Clarify**

An important part of active listening is asking questions when you need clarification. Clarifying aspects of the conversation can indicate you're intently listening and provide you with an opportunity to confirm your understanding. To clarify, you may use specific, simple questions that require a "yes" or "no" as a response or you may ask more general, open-ended questions that require more elaboration from your speaker.

5. **Summarise**

Restating key themes and summarising content is an effective skill that can contribute to your ability to practice active listening. In the workplace, summarising can help both parties confirm they understand next steps and responsibilities. To summarise, consider offering a brief statement that describes the primary message or key theme of your speaker's message.

6. **Use body language**

Using body language to demonstrate your level of engagement is another important part of active listening. You can use your body language to indicate your understanding by nodding, making eye contact and responding with appropriate facial expressions. Body language may be especially important for professionals who use therapeutic listening to complete their daily duties

7. **Share**

Sharing involves expressing your own thoughts, feelings and experiences to relate to your speaker. This active listening technique can help you contribute to the conversation and align expectations for the next steps, deliverables and responsibilities. You can also use sharing to offer suggestions for improvement, build trust and maintain positive workplace relationships

8. **Give your full attention**

Distractions can make it difficult to focus on the things a speaker is telling you. In order to become a good listener, limit as many distractions as possible and provide the speaker with your undivided attention. This includes silencing your phone, turning off your computer and avoiding the urge to multitask by checking emails or giving your attention to other tasks. This can help you focus on the speaker and make sure that you are taking in everything that they are saying. Managing your time correctly can also help you make sure that you can limit distractions while you are listening.

9. **Pace the conversation**

Being a good listener often includes opening a dialogue and allowing for a conversation to start between you and the speaker. Pace the conversation by determining the goal of the speaker's message and evaluating their body language to decide when it is appropriate for you to respond with your own input. Instead of rushing to fill silences, provide time for the speaker to finish their thoughts and acknowledge their message accordingly. This will also give you the time to absorb their message and process what they are saying before it is time for you to respond.

10. **Ask meaningful questions**

Once it is time to open up a dialogue, the questions you ask should be meaningful and establish your investment in the speaker's message. Ask questions that can help both you and the speaker reflect on what they said as well as elaborate any points that may need extra clarification. The questions might help the speaker remember other things they wanted to say or open up a new line of dialogue that will be worth exploring.

11. Recall previous information

Recalling information that the speaker has already discussed as well as summarising the points they made in your responses can help you become a more effective listener. Doing this will not only show the speaker you understand what they said, but it will also ensure that they can clarify any misunderstandings and confirm the key points they discussed.

18. Barriers in Effective listening and Tips to Overcome them

Do you want to be a better listener to improve your personal and professional relationships? Listening is one of the most important skills in communication. And it's key to getting along with other people, whether you're at home or at work.

By learning about these 11 barriers to effective listening, you'll be able to recognize them as they happen, take steps toward improving your listening skills, and ultimately become more aware of the world around you through conversation with others!

Let's check list of common obstacles that prevent us from really hearing and understanding what someone else has to say.



1. **Physical barriers in communication:**

Physical barriers can be anything that blocks the ability to hear what is being said. This can include noise, obstructions, and distance. External noise can be anything from a construction site next door to people talking loudly in the office or the sound of traffic outside of your window. Physical obstructions can be people standing before you at a networking event or someone sitting between you and the person speaking at a meeting. In this case, your ability to listen effectively will also be hindered.

Distance can also be a barrier if you are not sitting close enough to the person speaking or if you have a poor connection when talking on the phone. The further away people are from one another when they talk, the more difficult it can be to hear them clearly.

2. **Emotional barriers:**

Emotional barriers are emotional factors that get in the way of effective listening. These include both positive and negative emotions, such as being excited, angry, upset, or distracted. It's difficult to focus on something else when emotions come in the way of concentration. For example, if you're upset about something that happened earlier in the day, it will be challenging to focus on what the person in front of you is saying. If you're angry with someone, you're less likely to be very receptive to things they have to say. And if you're distracted by something exciting going on in your life, you won't be able to focus on the speaker very well.

3. **Psychological barriers to effective listening:**

Psychological barriers are similar to emotional barriers, but they are based on our thoughts rather than feelings. Sometimes, we tend to assume we know what the other person is going to say, think about what we're going to say next, or judge the person we're listening to. For example, if you are talking to someone and start thinking about replying, you will be less effective at listening to what that person is saying. Instead, you'll be focused on formulating your response. This lack of focus can lead to misunderstandings and poor communication.

4. **Cultural barriers:** Cultural barriers can be seen in both social and business contexts. These could be caused by differences in ethnicity, religion, traditions, or social status. Business cultural barriers arise when there is a difference in how business is done in different parts of the

world. This can be because of different laws, customs, or social norms. For example, in many parts of Europe, it is common to shake hands when greeting someone for the first time or even kiss on the cheek, but in certain places, it is not appropriate to touch a person of another gender that you have just met. This can lead to discomfort and misunderstanding if you are not aware of the cultural differences between you and the person you are talking to.

5. Language Barriers: In our global society, a language barrier is probably one of the most common obstacles to effective listening. It can exist when there is a language difference between the two individuals talking or when one person has a poor understanding of the spoken language. It is important to note that a language barrier does not have to be an issue of nationality or ethnicity.

It could simply be a difference in dialect. For example, someone from the south of England may not understand someone from the north of England because they speak with a different accent or even use other expressions

6. Time Pressure:

This barrier is based on the idea that people feel they do not have enough time to listen. Time pressure can come from a number of different places, including from within oneself or from an external source. For example, if you are running late for a meeting, you will probably be less inclined to spend time listening to everyone's ideas than if you had more time available. Alternatively, if you feel impatient because the person speaking is taking too long, you might feel unable to focus on what they are saying. Because of this, it could be hard to focus on what the other person is saying, and you may stop listening and start preparing your excuse for leaving.

7. Pace of speech:

The speed of speech can often be a barrier to effective listening. When someone speaks too quickly, it can be difficult to keep up and understand everything they are saying. In some cases, the person speaking fast might be doing so because they are nervous or do not think their listener is interested in what they have to say.

Or, sometimes, they are just naturally a fast speaker. If you feel overwhelmed by someone's fast speech, it can be hard to process what they're saying. This can lead to a lack of understanding and poor communication.

8. **Tone of voice:**

The tone of voice can also be a barrier to effective listening. When someone is speaking in a monotone voice, it's difficult to focus on their message. Or, if their tone is angry and loud, it can cause the listener to react emotionally instead of focusing on what the speaker has to say.

9. **Interruptions:** Interruptions can come from either side of the conversation, and they can be physical or verbal. A physical interruption might be someone grabbing your arm to get your attention while you are talking or people trying to talk over each other.

Verbal interruptions come in the form of questions and statements. Overlaps happen when both people try to speak simultaneously, and neither will give up their turn to hear what the other has to say. As a result, the message gets lost, and the conversation becomes ineffective

10. **Information overload:**

When there is too much information coming at someone, it can be challenging to focus on one thing. This often happens in business meetings when people are presenting either new or complex information.

It can also occur during conversations when the person you are talking to gives you too much information at once. In either case, the listener will not focus on what is being said and will probably miss important details.

An example of information overload can be found in a business meeting. Imagine you are in a meeting where the speaker presents information that does not seem relevant to your job or tasks. This can cause you to become distracted and lose focus. As a result, you will miss important details that could affect your work performance.

11. **Bias:**

Bias includes prejudice or assumptions about others based only on their appearance, gender, race, religion, and other factors. When we are biased toward someone else, we expect them to act in a certain way based on our assumptions, resulting in poor listening

For instance, in a multicultural workplace, you often have a group of people who come from different backgrounds and have different physical characteristics or life experiences. When you are in this situation, it may be easy for you to make assumptions about the people you are working with despite never actually getting to know them. This can prevent you from listening to them effectively because you are not giving them a chance to show you who they are.

These 11 barriers to effective listening can help us improve our communication skills and relationships at home and at work. By being aware of these obstacles, we can overcome them and improve our ability to listen effectively.

19. **Non-verbal signs of ineffective listening at work**

There are many physical signs that someone might be an ineffective listener when communicating with colleagues or customers. Some of these signs include looking at their phone, playing with something on their desk, yawning, drumming their fingers, pacing around the room, or checking things off a list while someone's talking to them.

Other physical signs could also include crossing their arms over their chest, facing away from the speaker, and "zoning out" while the other person is speaking. They may also be slouching in their chair and looking distracted or bored

20. **Verbal signs of poor listening skills**

Besides physical signs, you might spot some verbal clues that someone is not listening well. For example, people may interrupt speakers to ask questions that were just answered in the conversation, or they might reply with a dismissive "Mhm" when you're trying to have a conversation with them about an important issue. In addition, people who are not listening well might nod along while you speak, but when you ask them a question, they seem confused and can't answer it.

Fortunately, there are things that people can do to improve their listening skills so that others around them can have a conversation without feeling ignored or frustrated.

If you're trying to practice your active listening skills, try not to think of it as a chore but rather as an opportunity for you to learn something new or improve your interpersonal skills

How to overcome listening barriers

Follow these steps to overcome listening barriers at work:

Minimize distractions

Prioritize listening over speaking

Reduce outside noise

Practice reflecting instead of deflecting

Ask questions

Listen fully before giving advice

1. Minimize distractions

To avoid getting distracted, make sure you are physically facing the speaker and attempt to make frequent eye contact with them while they are speaking. Make sure you are seated or standing comfortably but appropriately so you can remain engaged. Put away your cell phone or any other pieces of technology that could become a distraction. The speaker may also appreciate the gesture you've made to show them that they have your undivided attention.

2. **Prioritize listening over speaking**

If you think you might be an excessive talker, try to practice self-control in conversation. Give the other person room to speak. During any conversation with a co-worker, wait until they're finished speaking before you respond to show respect for what they're saying. Finally, observe your listeners' reactions as you talk. If you notice signs of distraction in someone you are speaking with, consider asking questions to encourage them to talk more and direct their focus back on the conversation.

3. **Reduce outside noise**

Before having a conversation, minimize sound in your environment that could be distracting or make it more challenging to hear. A noisy environment can create distractions for both listeners and speakers, resulting in possible disruptions to conversations. To minimize noise, turn off mobile devices or place them on silent. Plan to hold important conversations in a place that you know will be quiet, like your office or a private meeting area. If someone is talking loudly outside your office or making other distracting noises, it is often better to politely ask them to move elsewhere or keep the noise down.

4. **Practice reflecting instead of deflecting**

To bond with your conversation partner or show them you're engaged, you may feel eager to share your personal experiences when listening. However, a better approach typically involves merely listening and providing responses that focus on the other person's situation. This shows that you're genuinely invested in their side of the conversation.

To listen effectively, keep deflecting to a minimum and try reflecting instead. Reflecting involves paraphrasing back to the speaker what they have said. To do so, you could use language like, "What I am hearing from you is..." or "It sounds frustrating that that happened to you." Reflecting could also involve asking a follow-up question based on what you have heard, such as "What did you do after he said that?" or "How did that make you feel?"

Reflecting assures your listener that you are paying close attention, but it can also help to correct any possible misunderstandings. Reflecting allows the other person to correct what you may have misheard.

5. Ask questions

In addition to reflecting, asking questions is an effective listening technique. Focus on asking questions based on what the speaker has already told you and are designed to elicit more information. The best questions are non-judgmental and flow directly from something the speaker has recently said.

6. Listen fully before giving advice

It can sometimes be tempting to offer advice after someone shares a problem or concern with you, especially if you want to help them solve that problem. However, it's a good idea to wait to advise someone unless they specifically ask for it. Sometimes people share their concerns in the workplace simply to build bonds with colleagues or to make a co-worker aware of a problem. Sharing issues can be a way to start introducing conversations deeper than small talk.

What are communication barriers?

Communication barriers are something that prevents us from correctly getting and accepting the messages others use to communicate their information, thoughts and ideas. Some of the examples of communication barriers are information overload, choosy perceptions, workplace gossips, semantics, gender differences, etc.

21. Types of Communication Barriers

• Psychological Barriers:

The psychological condition of the receiver will power how the message is received. Stress management is a significant personal skill that affects our interpersonal relationships. For example, Anger is a psychological barrier to communication. When we are angry, it is simple to say things that we may afterwards regret and also to misunderstand what others are saying. Also, people with low self-esteem may be less self-assured and therefore may not feel comfortable communicating.

• Physical Communication Barriers:

Communication is usually easier over shorter distances as more communication channels are obtainable, and less technology is obligatory. Although modern technology often serves to decrease the crash of physical barriers, the advantages and disadvantages of each

communication channel should be unspoken so that a suitable channel can be used to overcome the physical barriers.

- **Physiological Barriers:**

Physiological barriers may affect the receiver's physical condition. For example, a receiver with condensed hearing may not grab the sum of a spoken conversation, especially if there is significant surroundings noise.

- **Language Barriers:**

Language and linguistic aptitude may act as a barrier to communication. However, even when communicating in a similar language, the terms used in a message may act as a barrier if it is not easy to understand by the receiver.

- **Attitudinal Barriers:**

Attitudinal barriers are perceptions that stop people from communicating well. Attitudinal barriers to communication may affect from poor management, personality conflicts, and battle to change, or a lack of motivation. Active receivers of messages should challenge to overcome their attitudinal barriers to assist effective communication.

22. **How to overcome communication barriers**

- **Be aware of language, message and tone:**

The sender should ensure that the message should be structured in clear and simple language. The tone of the message should not harm the feelings of the receiver. As far as possible, the contents of the message should be a concise and unnecessary use of technical words should be avoided.

- **Consult others before communication:** When you're planning the communication, suggestions should be invited from all the individuals concerned. Its main benefit will be that all those people who are consulted at the time of preparing the communication preparation will add to the success of the communication system

- **Communicate according to the need of receiver:** The sender of the communication should organize the formation of the message not according to his or her level, but he or she should keep in mind the point of understanding or the surroundings of the receiver.
- **Consistency of Message:** The message sent to the receiver should not be self- opposing. It should be in unity with the objectives, programmes, policies and techniques of the organization. When new information has to be sent inlay of the old one, it should always make a declaration of the change; otherwise, it can raise some doubts and queries for the same.
- **Follow up Communication:** In order to make communication successful, the management should frequently try to know the weaknesses of the communication structure. In this situation effort can be made to know whether to lay more hassle upon the formal or the informal communication would be suitable.
- **Make sure to receive proper feedback:** The reason for feedback is to find out whether the receiver has appropriately understood the meaning of the information received. In face-to-face communication, the reply of the receiver can be understood. But in the case of written communication or other forms of communications, some correct process of feedback should be adopted by the sender.

23. **Conclusion**

Communication is an indispensable element in ensuring efficient proliferation of ideas, views, suggestions, thoughts, grievances, plans, policies, programmes, procedures, etc. In absence of effective communication in an organisation, there may be chaos and conflicts among the human capital thereby affecting the productivity of the organisation and also hampering its smooth functioning and growth.

For building a conducive work environment, communication plays a significant role. An organisation having a robust communication structure can attain astral heights. In view of this, the knowledge of communication and various crucial facets associated with it is essential.

3. BUSINESS CORRESPONDENCE

I. INTRODUCTION

A business letter is usually a letter from one business entity to another, or between such organizations and their customers or clients and other related parties. The overall style of letter depends on the purpose of the letters and relationship between the parties concerned. While we are speaking the listener can see your smile and recognise that you wish to be pleasant in communicating your message, but same is not possible in a written message. A person reading a letter cannot see your smile, hear your voice, or observe your gestures, thus, a business letter should be drafted very carefully.

Over the period of time, the norms, or conventions, for drafting a business letter have been stabilized. Today's business letters with their conversational tone and the application of psychology are the big improvement over the letter of bygone days

II. THE ESSENTIALS OF A GOOD BUSINESS LETTER

It is important to understand the mechanical details of a business letter. These details have been discussed below:

1. Letter Head: Letter head are a visual representation of a business, which carries the essential information about the company or the organisation. It carries:
 - Company logo
 - Tag line
 - Name and address of Registered
 - Office, Corporate Office
 - Corporate Identity Number (CIN
 -) Contact numbers
 - E-mail addresses of the company
2. Reference number: A reference number helps us in retrieving the letter at a later stage. It contains the initials of the letter writer, the department from which the letter originates, and the distinctive number allotted to it.
3. Date: The date must be written in full without abbreviating the name of the month. For example, 1.6.2019 may preferably be written as 1 June, 2019. It may be written either below the reference

number or to its extreme right.

4. Special Markings: When the contents of the letter are confidential then special markings are placed like confidential, Air Mail, through Registered Post/Courier/Speed Post etc.

5. Inside Address: The complete name and address of the recipient is written below the special markings. It must be ensured that the inside name and address is exactly the same as that used on the envelope.

6. Attention Line: If the letter is addressed to a company or one of its departments but the sender wishes it to be dealt with by a particular individual, then an attention line may be inserted either above or below the inside address.

7. Salutation: Salutation is used on the basis of formality. For example Sir/ Dear Sir/ Dear Ms. Gupta, etc.

8. Subject Heading: This helps the reader find out in the first instance what the contents of the letter are. The usual place for a subject heading is either above or below the salutation. Subject heading proves to be of immense help especially if it is addressed to a large organisation because large organisations have a central department where all mail are received and sorted.

Example-

Sub: Application For Leave.

9. Main Body: The main body of letter is divided into three parts. It begins with the introduction which states the purpose of the letter, followed by a longer middle section, which presents relevant facts in a logical and coherent manner and the conclusion, which is polite rounding off. It is not advisable to round off every business letter with the phrase "Thanking You". If the intention is to really thank the recipient, then a complete sentence may be used since a phrase beginning with an "ing" word is neither a complete sentence nor grammatically acceptable.

10. Complimentary close: A complimentary close should match the salutation. Example if salutation used was

- Sir - Yours Truly
- Dear Sir- Yours faithfully
- Dear Ms. Muskan- Yours sincerely

However there are few common errors which should be avoided:

- a) Apostrophe should not be used in Yours. One should avoid writing your's.
- b) Words truly and sincerely are usually misspelt. Truly does not have an 'e' in it while "sincerely" retains both the 'e's.

11. Signatory: After leaving four to five spaces for the signature, the name of the sender may be written in capitals within brackets followed by the designation as shown below:

(AMBUJ CHANDNA)

Regional Sales Manager

12. Enclosures/Copies Circulated: List of enclosures or details of those to whom copies of the letter are being circulated may be given below the designation of the sender.

13. Annexures: If we wish to annex some documents with the letter, then information about these may be listed at the end.

III. TYPES OF BUSINESS LETTERS

Business letters are of two types:

Formal Business Letter:

These are typical standard business letters which are meant for legal or official correspondence. Example- business deals, order, claim, dispute settlement, agreements, information request, sales report and other official matters.

Informal Business Letter:

These are used for casual correspondence but doesn't necessarily has to have a casual tone of language. Example: memorandums, appraisals, interview, thanks, reference letters, cover letter, customer complaint letters, e-mails and others which are less important or regular.

IV. LAYOUT OF LETTERS

Letters can be in blocked or semi-blocked format

BLOCKED FORMAT

In this format the date of the letter, all references, subject, salutation, the paragraphs in the body of the letter, conclusion and signature, all commence at the left margin.

No commas are used after inside address, salutation or complimentary close.

**BUSINESS LETTER
BLOCK STYLE**

FRIENDS AND NEIGHBORS
516 W. Iowa Street
Dermott, AR 71638-2039
(870) 555-0183

December 7, 200- About 2 inches or 2 lines below letterhead

↓ 4

Mr. Alex P. Perkla
Homemade Construction
571 S. Pecan Street
Dermott, AR 71638-2225

↓ 2

Dear Mr. Perkla

↓ 2

Thank you for helping to make this year's Friends and Neighbors Dinner a success.

The tables and benches your crews built, delivered, and set up were put to good use. Meals were enjoyed by 376 people who might otherwise have spent their holiday alone and hungry.

Homemade Construction has a positive reputation in the community. That reputation is well deserved.

↓ 2

Sincerely

↓ 4

Chuck L. Fosgate, Chair
Friends and Neighbors Dinner

↓ 2

Enclosures

Letterhead

Date

Letter Address

Salutation

Body

Complimentary Close

Signature Lines

Enclosure Notation

Reference Guide 1

SEMI-BLOCKED FORMAT

1. In this format of a letter the date of the letter, conclusion and signature are aligned to the right of the letter, the subject or reference is centrally aligned and the paragraphs of the body of the letter all commence with a slight indent.
2. Commas are used after inside address, salutation or complimentary close.

Mary E. Klaebel
230 Vista Drive
Memphis, TN 38130
(555) 555-3822

June 20, 2000

Ms. Eva Lewis
931 E. Land Drive
Memphis, TN 38111

Dear Ms. Lewis:

I am applying for the Technical Writer position advertised in the June, 2000, Memphis Magazine. My relevant experience is diverse and establishes me as a first-class candidate for this opportunity.

My writing experience is extensive. I am currently employed as a staff technical writer for a local company. My past work experience includes business and freelance writing and editing. At my current employer, I draft technical descriptions of products for the company website and maintain any and all new hire documentation such as the employee handbook.

Additionally, I edit fiction manuscripts for an online e-book publishing company. Specifically, I edit for overall flow, content, grammar and spelling. In my editing role, I have regular interaction with authors and the publisher.

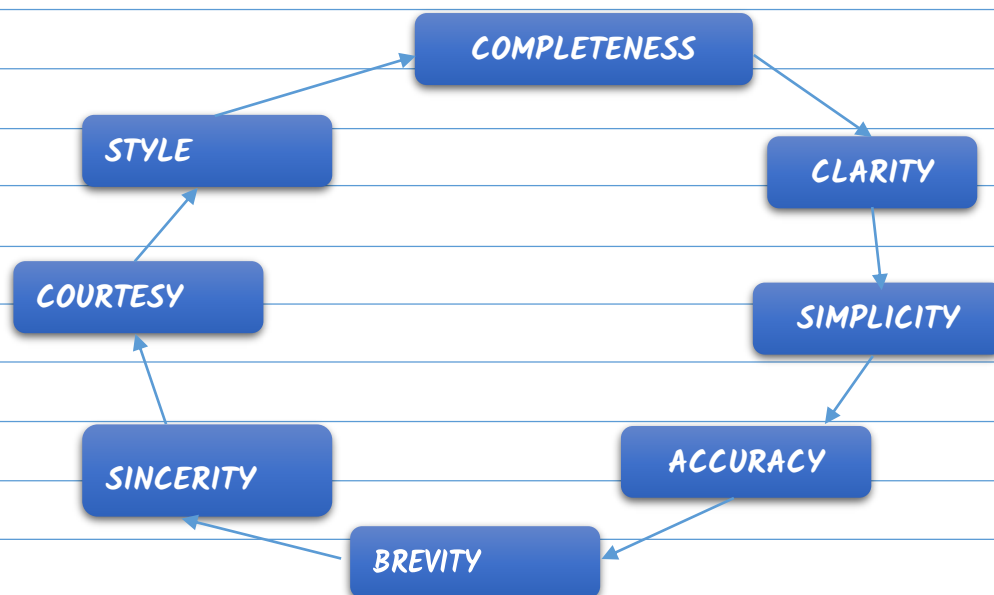
I am available for an interview scheduled at your convenience. I may be reached at the telephone number above. Thank you for your consideration.

Sincerely,

Mary Klaebel

Enc: Resume
Writing sample

CHARACTERISTICS OF A GOOD BUSINESS LETTER



1. **Completeness:** The letter must be complete in itself and should contain all the information required by the addressee. The important and relevant matter should not be left out as when a letter is incomplete, an unnecessary delay is caused in seeking clarifications.
2. **Clarity:** Clear writing and clear thinking should go hand in hand. The writer must be clear about what he wants to convey and he should try to express it in simple and straight forward language. He should plan the message to be conveyed as **planning helps to produce orderly kind of letter which creates a good impression.**
3. **Simplicity:** Business letters should be in a simple style, clear and easily understandable and it should avoid using high sounding phrases.
4. **Accuracy:** All facts and figures references should be as accurate as possible and documents like bills of exchange, invoices, statements of accounts should be carefully prepared and checked. There should be no mistakes or false and misleading statement.
5. **Brevity:** As **brevity in letter is the soul of a commercial correspondence**, the writer must see that every sentence he has written in impregnated with an appropriate meaning.
6. **Sincerity:** Whether a person is writing a personal letter or a business letter, he needs to write it with sincerity. It must have originality of the sort that expresses the thoughts of its writer in his own style.
7. **Courtesy:** Courtesy means that the general tone of the letter should be mild and there should be consideration for the feelings of others. Curt and rude letters have got no place in the business

world. Courtesy should not be sacrificed for the sake of brevity. Discourteous and unpleasant language should be avoided even while writing letters of complaint or letters of refusal.

8. **Style:** The words used in a business letter and the way in which they are used express the writer's personality and give the letter what is called its style. If one writes with naturalness and ease, the letter so produced will reflect the personality of the writer. Therefore, it is correctly said, that *Style is the man.*

VI. **BUSINESS MESSAGES**

Businesses messages include messages from the Chairman of the Company to the shareholder, employees or related to sales and purchases, products, and services, confirmation or cancellation of orders, invoices, company announcements and notifications, employee related news such as promotions, awards, increments, bonus, appraisals, resignation and termination.

These messages are very crucial and essential to keep the business relationships in good health.

In business messages, the self-centered approach or writer-oriented approach do not cater the positive responses in the readers. It is always advised that to achieve more positive effects of the Business message, the writer should write on the reader's point of view.

The 'You' attitude in Business Writing

Business messages should always be in you attitude which means that emphasis should be placed more on readers than writer. Business letter must be written from 'you viewpoint' instead of 'I or we viewpoint'. You viewpoint emphasize reader's interest and help to win the reader's mind and attention. For example:

- **I or We attitude:** We are sure that our new discount policy will attractive to you.
- **You attitude:** You will surely appreciate new discount policy.
- **I or We attitude:** I am happy to hear that you have selected our Company.
- **You attitude:** Thank you for giving us the opportunity to serve you.
- **I or we Attitude:** I will give you 10% discount on credit card purchase
- **You attitude:** You can get 10% discount on credit card purchase

ADVANTAGES OF ADOPTING YOUR VIEW POINT:



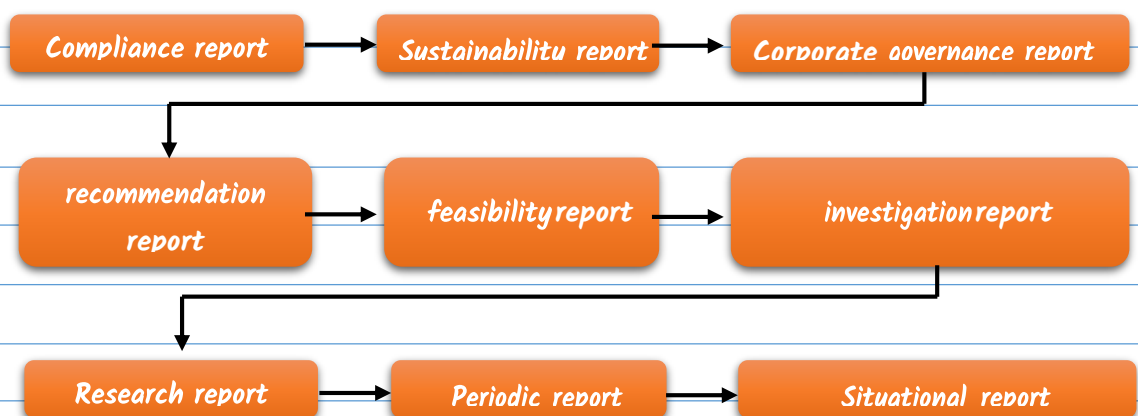
1. Positive Messages: Positive messages tend to consist of routine or good news. These messages might be items such as congratulations, confirmations, directions, simple credit requests, or credit approvals.
2. Negative Messages: In these messages, the sender's goal is to convey the bad news in a manner that preserves the business relationship. These messages might be items such as refusal to provide a refund, cancellation of an event, inability to support an event and more.
3. Persuasive Messages: The third, overlapping category is persuasive messages. In this type of message, the audience is expected to need encouragement in order to act as the sender desires. In some cases, the receiver is more like a positive audience; for example, when you're asking for a recommendation letter or when you're inviting someone to attend an after-hours work function. In other cases, the receiver is more like a negative audience; for example, when you're requesting additional payment as a result of a shared error or when you're providing an extension to an impending due date.

VII. BUSINESS REPORTS

The word 'Report' is derived from the Latin "reportare" which means to carry back (re=back+portare = to carry). A report, therefore, is a description of an event carried back to some who was not present on the scene. The report is a message to management. It travels from an employee to a supervisor, from a supervisor to an executive, or from the executive to the management. It is the means to present the information where some reports might present the actual solution to solve a business problem; other reports might record historical information that will be useful to assist in future decision-making.

Thus, the term report can be defined as an orderly and objective presentation of information that helps in decision-making and problem solving or as an evaluation or assessment or review of a particular event, issue, period or set of circumstances which is related to a business.

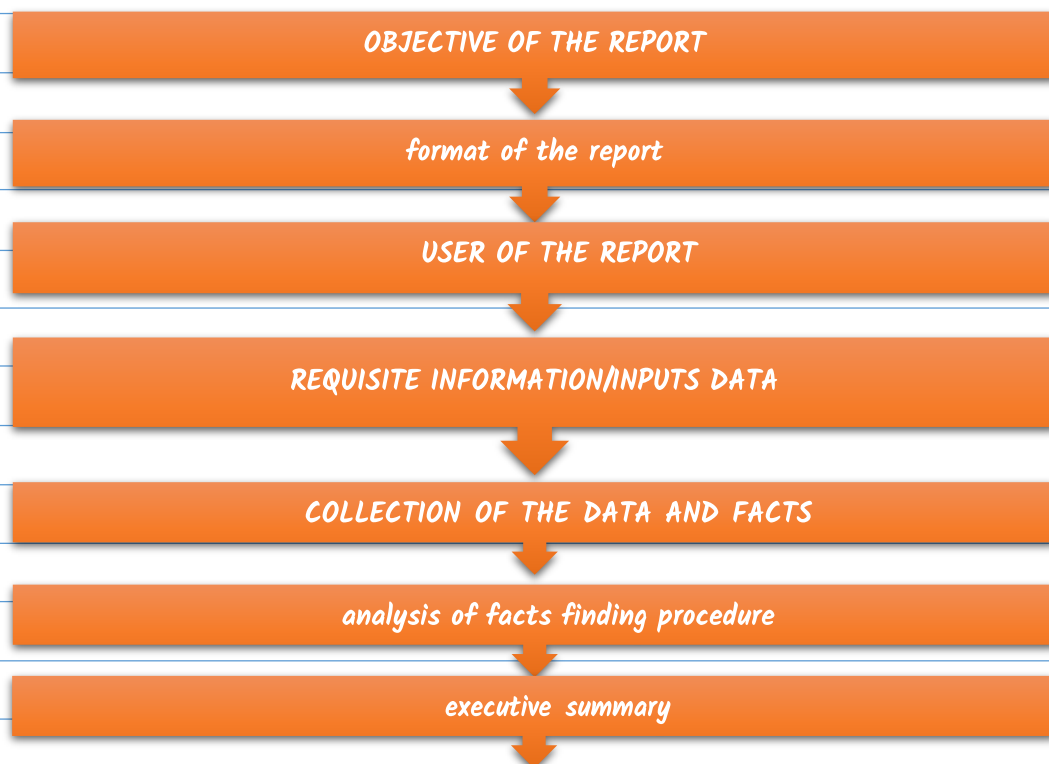
Categories of business report are as following-



Writing effective business report

- Business report should not be in an essay format and it should be in an abridged style that allows the reader to navigate the report quickly and to identify key elements.
- It uses appropriate headings and subheadings and, if necessary, bullet points, diagrams and tables.
- A lengthy report would include a table of contents and possibly an index.
- Usually a business report includes following four main elements:
 - a. Key findings or recommendations
 - b. Body
 - c. Executive Summary
 - d. Conclusion

To write an effective business report, it is necessary to understand and identify the following:



- The Executive Summary acts like the Abstract of a regular essay. It will briefly state the purpose of the report, describe the methodology used to investigate the issue and will list the key points and findings that are found in the report.
- The body describe your methodology and identify particular issues that impacted on your evaluation.
- In the Key Findings/Recommendations section you will identify and discuss/describe your key findings and make your recommendations.

VIII. INTER AND INTRA DEPARTMENTAL COMMUNICATION

Inter departmental communication is largely a formal affair. Inter departmental communication will be effective when it is supported by good infrastructural facilities. There are various documents used in inter departmental communication, which are as following:

1. **MEMORANDUM**- Memorandum or memos means records for future use. It is a useful mode of internal communication and plays a flexible role. While much of inter and infra-office communication is being done over the phone, memorandums are preferred when one needs to convey information in writing.

Most memos have same headings though there may be slight change in formats. Inside name, addresses, salutation and complimentary close are now not used in a memo. When addressed to all employees, a memorandum is as good as an Office Circular:

Memos are also issued in the case of disciplinary actions to be taken against the employees, with respect to show cause notice, charge sheet etc.

2. **OFFICE CIRCULARS**- Office circulars are for disseminating information to a large number of employees within the organisation. Since it is an internal communication, therefore it has traditionally been brief and business-like formal and devoid of salutation.

3. **OFFICE ORDERS**- Office Orders have a format similar to that of memorandums but what makes them different is the purpose and tone employed. They generally deal with matters affecting rights and privileges of employees and the language used is formal and legally common.

They carry a number since they remain in force till revoked and a bold, underlined heading to help us identify them.

4. **ORDER NOTES**- Office Notes are exchange between two different departments and its format may differ from company to company.

IMPORTANT

- Memo is different from a letter. It does not have a salutation and complimentary close but subject is written and underlined.
- Memos are used to issue instructions to staff, making requests, giving information etc.
- Language of the memo is always polite and courteous.

IX. MANAGEMENT INFORMATION SYSTEMS

A. MIS CONCEPTS

Executives in an organization provide leadership and direction for planning, organizing, staffing, supervising, and controlling business activities and each of these business activities involves decision

making process.

- For making decisions, executives need the information and this information is to be provided by information specialist or by data processing department.
- Depending on the hierarchy the information need differs, accordingly different types of information systems are required. To achieve this goal, different types of information systems are devised by the organizations amongst which is MIS.

B. MAJOR POSTULATES OF MANAGEMENT INFORMATION SYSTEM

- Information form of a MIS is periodic, exception and based on demands.
- Information formats are pre-specified and fixed.
- Information is provided by extraction and manipulation of operational data.
- It provides information about the performance of the organization.
- It supports the intelligence and implementation stages of decision making.
- It supports structured decisions for operational and tactical planning and control.

C. PURPOSE OF MIS

- To report the organization performance to tax authorities, shareholders, regulatory authorities and other stakeholders such as suppliers and customers etc
- To prepare future plans for short- and long-term basis.
- To exercise day-to-day control on various operations in the different functional areas in the organization.
- To allocate different type of resources to different functional areas.
- To allow management by exception.
- To develop database of business partners and to devise procedures to deal with them.
- To develop the training tools for the new recruits in the organization at all levels.

D. ELEMENTS OF MIS

1. Management-

- It has been defined as the art of getting things done through people.
- It is a process of conceiving and converting certain worthwhile ideas into results by getting things done through people by offering them monetary and other inducement in return for their contributions.

- It involves mobilization, combination, allocation and utilization of physical, human and other needed resources in a judicious manner by employing appropriate skills, approaches and techniques.
- In short Management can be considered as sum total of the activities which relate to the laying down of certain plans, policies and purposes, securing men, money, materials and machinery needed for their goal achievements; putting all of them into operation, checking their performance and providing material rewards and mental satisfaction to the men engaged in the operation.

2. Information-

- It is a source for increment in knowledge which is obtained in MIS by processing data in to a form which is meaningful to the users.

3. System-

- A physical system is a set of components that operate together to achieve a common objective or multiple objectives. An efficient system uses its inputs economically in producing its outputs.
- MIS can be thought of as a system (set of hardware, software, manpower, procedures, etc.) to provide timely and accurate information to the management users in an organisation.

E. STRUCTURE OF MIS

Management Levels and their information needs

The levels of management consist of top, middle, and first line management (supervisory) and activities involved in the organisation are of three types:

1. Strategic Planning
2. Tactical Planning
3. Operational Planning

Each of these levels to perform - strategic planning, tactical, and operational activities and requires different set of information.

1. TOP LEVEL (STRATEGIC LEVEL) MANAGEMENT AND THEIR INFORMATION

REQUIREMENTS

- Top management is concerned with the overall tasks of designing directing, managing the organization in an integrated manner and interacting with representatives of the external environment, such as financial institutions, political figures, and important clients of the organization.
- It consists of Chairman, members of the Board of Directors, Chief Executive Officer, the heads of the major departments of the company and those executives, whose responsibilities relate to the whole organization or who are accountable for effectiveness and efficiency of the operations of the organization as a whole.
- Top management needs the information on the trends in the external environment (economic, technological, political and social) and on the functioning of the internal organizational sub-system. Apart from historical information, top management requires on-going or current information also which is generated through forecasts of the future. Thus, mostly the information utilized by top management is futuristic and external in nature.
- Information generated in strategic planning is usually incomplete and is not fully reliable.

2. MIDDLE LEVEL (TACTICAL LEVEL) MANAGEMENT AND THEIR INFORMATION NEEDS

- Middle management positions consist of heads of functional departments and chiefs of technical staff and service units. It thus includes people such as the Manager of Sales, the Manager of Purchasing, Finance Manager, and the Manager of Personnel etc.
- Middle management is viewed as "administrative" management as it is responsible for the elaboration, classification and operationalization of organization goals, strategies and policies in terms of action programmes and norms of performance.
- The nature of information required at the middle management level is less diverse and complex. It is fed with information both from top management and supervisory management and thus the information received is internal in nature. It does not require a lot of futuristic information as its decisions are not of long term nature.
- Example- the information needs of a sales manager are: corporate sales goals and targets, strategies and policies for operationalizing them, he also needs information on sales potential

and trends in different market segments, geographical territories, competitive conditions and so on

3. SUPERVISORY LEVEL (OPERATIONAL LEVEL) MANAGEMENT AND THEIR INFORMATION NEEDS

- Supervisory management is defined as a team of management positions at the base of the hierarchy as it consists of section officers, office managers and superintendents, foreman and supervisors who are directly responsible for instructing and supervising the efforts of rank and file, clerical and "blue-collar" employees and workers.
- It is also called "operation management" in the sense that it is concerned with implementing operational plans, policies and procedures for purposes of conversion of inputs into outputs.
- Supervisory management mostly needs internal information on operational aspects of the functioning of activity units.
- It receives information from the middle management levels on operational plans and programmes and the nature of information is routine and structured.
- The information tends to be reliable and relatively complete.

F. CHARACTERISTICS OF MIS

1. Comprehensiveness: Management Information System is comprehensive in nature. It takes inputs from transactions processing systems and process information primarily for managers at all levels.
2. Co-ordinated:
Management information system is centrally co-ordinated to ensure that information is passed back and forth among the sub-systems as needed.
3. Sub-systems:
 - A MIS is composed of sub-systems or quasi separate component system that is the part of the overall - unified system.
 - Each of these systems shares the goals of the management information system and of the organization where some of the systems serve just one activity or level in the organization, while others serve multi-levels or multiple activities.

4. Integration:

- Sub-systems of MIS are integrated so that the activities of each are inter-related with those of the others. This integration is accomplished primarily by passing data between these systems.
- Integration makes information processing more efficient by reducing both intermediate processing and the incidence of independent generation of the same data by multiple departments and providing more timely, complete and relevant information

5. Transformation of data into information: A MIS transforms data into information in variety of ways. When data is processed and is useful to a particular manager for a particular purpose, it becomes information.

6. Enhance Productivity : MIS enhances productivity in several ways as it enables routine task such as document preparation to be carried out more efficiently, it provides higher levels of service to external organizations and individuals, it supplies the organization with early warnings about internal problems and external threats, it gives early notice of opportunities, it facilitates the organization's normal management processes and it enhances managers' ability to deal with unanticipated problems.

7. Conforms to Managers' Styles and Characteristics:

- A management information system is developed considering the unique managerial styles and behavioural patterns of the personnel who will use it.
- At the organization's more senior levels, the management information system is likely to be carefully tailored to each individual manager's personal tastes.
- At the organization's lowest levels, the management information system is more likely to be tailored to the unusual way in which clerical and operations personnel use information and interact with the information system.
- For middle managers, the information system is tailored to the general characteristics of managers.

8. Relevant Information: MIS should only provide relevant information though determining what information is relevant may be difficult in situations where analysis vary from manager to manager and in particular cases like special problems.

9. Uses Established Quality Criteria: A management information system must be designed to the required tolerance for timeliness, relevance, and accuracy of information. These tolerances vary from task to task and from level to level within an organization.
10. Feedback: A management information system should provide feedback about its own efficiency and effectiveness. The reporting of computer malfunctions and transactions processing error rates is a simple example of this feedback. It includes report such as how much computer time is used by each user, how many pages are printed for each user, and how much internal data file space is utilized by each user's data.
11. Flexibility: It must be so designed that it can be easily modified as if the environment changes or if the organization undertakes new activities (such as introducing new products), new modes of processing is required.
12. Modularity: The MIS should be composed of many modules or sub-systems rather than be designed as one large system.
13. Selective Sharing of Data : Another characteristic of an MIS is selective sharing of data. Two or more managers often need to utilize the same information; the system should have features, which allow ready access to information by multiple managers. An advanced feature that promotes this sharing is data bases. On the other hand, it is often important to reserve certain information for the exclusive use of only selected managers. Sometimes, this need extends down to the record or field level, in which case some parts of a record are available to all managers, but only certain managers permitted to examine other parts. For example, an employee's current address or marital status may be needed by employee or other personnel, but access to information about pay rate, hours worked, gross pay, and other details of payments may be restricted to certain payroll managers. This selective sharing quality can be established by controls that are part of the computer programs.
14. Computerised: It is possible to have a MIS without using a computer but use of computer increases the efficiency of MIS. Its use equips the MIS to handle necessary attributes of

the computer to MIS, for example accuracy and consistency in processing data and reduction in staff.

G. BASIC REQUIREMENTS OF MIS

Hardware

The hardware must provide five basic functions, i.e., input of data entry, output, secondary storage for data and programmes, central processor (Computation, Control, and primary storage) and communication.

Software

- It means the application or programs that direct the operation of hardware.
- Software required are- system software and application software.

Database

- The database contains all data utilized by the application software.
- An included set of stored data which is often referred to as file.
- The physical existence of the stored data is known as database.

Procedures

Formal operating procedures are physical components because they exist in a physical form such as a manual or instruction booklet. Basically, three major types of procedure are required: - User Instructions (for users of the application to record data, employ a terminal to enter or retrieve data, or use the result) -

Instructions for preparation of input by data

preparation personnel - Operating instructions for computer operations personnel

Operations Personnel

It includes personnel such as Computer operators, system analysts, programmers, data preparation personnel.

H. LIMITATIONS OF MIS

1. *The quality of the outputs of MIS is basically governed by the quality of inputs and processes.*
2. *It cannot replace managerial judgement in making decisions in different functional areas. It is merely an important tool in the hands of executives for decision-making and problem solving.*
3. *MIS may not have requisite flexibility to quickly update itself with the changing needs of time, especially in the fast changing and complex environment.*
4. *MIS cannot provide tailor made information packages suitable for the purpose of every type of decisions made by executives.*
5. *MIS takes into account mainly quantitative factors; thus it ignores non-quantitative factors like morale, attitudes of members of the organization, which have an important bearing on decision-making process of executives.*
6. *MIS is less useful for making non-programmed decision-making. Such type of decisions is not of routine type and thus they require information, which may not be available from existing MIS to executives.*
7. *The effectiveness of MIS is reduced in the organization, where the culture is to hold information and not share with others.*
8. *MIS effectiveness decreases due to frequent changes in top management organizational structure and operational team.*

LET'S TEST OUR KNOWLEDGE

1. A Letterhead contains the following:
 - (a) Company logo
 - (b) Name and address of Registered Office, Corporate Office
 - (c) Contact numbers
 - (d) All of the above

Ans-d

2. The word "Confidential" super scribed on the envelope is a _____.
 - (a) Salutation
 - (b) Special marking
 - (c) Attention line
 - (d) Subject heading

Ans- b

3. The word 'Report' is derived from the Latin word:
 - (a) Reportare
 - (b) Reporte
 - (c) Rapport
 - (d) Repo

Ans- a

4. A/An _____ is used for disseminating information to a large number of employees within the organisation.
 - (a) Office circular
 - (b) Memorandum
 - (c) Office order
 - (d) None of the above

Ans- a

5. MIS stands for:

- (a) Management Infotainment System
- (b) Management Information System
- (c) My Information System
- (d) Management Intellectual System

Ans- b

CONCEPT OF E-CORRESPONDENCE

I. INTRODUCTION

Professionals, non-professionals, experts or students, we are all turning increasingly to the internet in our daily lives. Whether we want to find educational openings abroad, do banking operations online, find research material on any issue, send corporate e-mails, internet is the place where we go most often. From the trivial to the highly complex, we look for answers to most of our questions in the vast ocean of knowledge called World Wide Web (www).

Many people use the terms Internet and World Wide Web interchangeably, but in fact these two terms are not synonymous. The Internet and the Web are two separate but related things.

II. WEB

- The World Wide Web, or simply Web, is a way of accessing information over the medium of the Internet.
- The Web is just one of the ways through which information can be disseminated over the Internet.
- It uses the HTTP protocol (one of the languages spoken over the Internet) to transmit data.
- It also utilizes browsers, such as Google Chrome, Internet Explorer or Firefox to access Web documents called Web pages that are linked to one another via hyperlinks. Web documents also contain graphics, sounds, text and video.
- The Internet, not the Web, is also used for e-mail. So the Web is just part of the Internet, albeit a large part, but the two terms are not synonymous and should not be confused.

III. BROWSER

- A Web browser is software application that enables you to find, retrieve, and display information available on the World Wide Web (WWW). Browser also allows you to traverse information resources on the WWW. The information on the Web is organized and formatted using tags of a Markup language called Hypertext Markup Language or HTML.
- Some of the popular web browsers are -
 1. Google Chrome
 2. Internet Explorer

3. **Mozilla Firefox**
4. **Safari**
5. **Opera.**

A brief description about some of these interactions/buttons is as follows:

1. **Back/Forward Buttons:** Back button can be used by you for going back to the previously visited web page whereas the Forward button is used to visit the next page.
2. **Tab:** It allows you to view multiple web pages in the same browser without opening a new browser session.

Address bar: Also known as URL Bar is a place where you can type the web page address that you want to visit and also displays the address of the web page currently being visited by you.

3. **Recent History :** This shows the links to the web pages previously visited by you.
4. **Refresh :** This is also called as reload button. It reloads the current web page.
5. **Stop :** It cancels loading of the current web page.
6. **Home :** This button will bring you back to the home page of your website which is the first page of any web site.
7. **Search :** Search box allows any term to be searched by the search engine from the web.

IV. **INTERNET**

The Internet is a massive network of networks - a networking infrastructure. It connects millions of computers together globally forming a network in which any computer can communicate with any other computer as long as they are both connected to the Internet.

Information that travels over the Internet does so via a variety of languages known as protocols. The Internet uses TCP/IP as its basic protocol on which many more application level protocols have been developed.

INTERNET v/s WORLD WIDE WEB

- The Internet is a global system of interconnected computer networks. In contrast, the Web is one of the services that runs on the Internet. It is a collection of textual documents and other resources, linked by hyperlinks and URLs, transmitted by web browsers and web servers. In short, the Web can be thought of as an application “running” on the Internet.
- Viewing a web page on the World Wide Web normally begins either by typing the URL of the page into a web browser or by following a hyperlink to that page or resource.

V. E-CORRESPONDENCE

E-Correspondence, commonly known as ‘email-correspondence’ or ‘electronic correspondence’, is an electronic method of providing you with important information on your email address.

VI. CONCEPT OF EMAIL

- “Electronic mail” or “e-mail” as it is commonly called is the process of sending or receiving a computer file or message by computer modem over telephone wires to a pre-selected “mail box” or “address” on another computer.
- Today, e-mail stands as a central component of business communication, both within business enterprises and between business enterprises, because of the many advantages it offers over regular mail in terms of efficiency, speed, and 24-hour availability.
- Electronic mail, known commonly by its abbreviation ‘email’, is probably the most used medium of communication today. Ability of the email to securely forward multimedia, photos, software, etc. has made it very popular.

VII. HISTORY OF EMAIL

- 1965— The Massachusetts Institute of Technology (MIT) was the first to demonstrate the use of the first email system known as MAILBOX. However, Tomlinson, chose the ‘@’ symbol to provide an addressing standard in the form of “user@host, which is why he is called as father of e-mail.
- 1974— email in its improved form was being used by the US military.
- 1975— A general operating area, known as email account, was created for users who

wanted to avail the email service. Access controlling was done by giving the user a secret password, which only he/she would know. Separate folders were created depending on the purpose like. Inbox for incoming messages and outbox for outgoing messages.

- 1972— File transfer protocol (FTP) was put in use to send email messages. However, FTP created a separate mail for every recipient and then dispatched it, which resulted in loss of memory space.
- 1980— Simple Mail Transfer protocol was developed for sending mails. If SMTP is used to send messages, POP (Post Office Protocol) is a standard for receiving emails. However, due to drawbacks of POP, IMAP (Internet Message Access Protocol) was developed through which one comes to know about the offline messages, i.e., messages received when the receiver is not signed in.
- 1990's— Free and user-friendly email service providers had taken the industry by storm. Players like 'yahoo' and 'hotmail' were competing for the market share and today, there are more than 600 million email users across the globe, with newer players like Google (Gmail) and Rediff entering.

VIII. FEATURES OF EMAIL

1. Electronic: It is an electronic mode of message transmission as it is sent using HTML (Hyper Text Markup Language)
2. The computer code used to create web pages.
3. Cost-Effective: It is one of the cost-effective modes of fast communication.
4. Packages: Packages like 'Messenger' and 'Outlook' help us compose new mails or forward the received ones to one or all of the people whose email addresses are stored in the 'Address Box'. They allow us to change font, sizes and colour of the text; highlight, delete, store or save; align, center or justify the text; italicize, bold, underline or even print what we write or receive as email.
5. Interface: An interface between email programme and word processing programme allows us to cut, copy and paste material from one place to the other.
6. Attachments: The 'Attach' option allows us to share documents, worksheets, presentations, pictures and videos along with the mails.
7. Spam: Junk mails can be filtered by using the 'spam' option which forbids unwanted mails to enter your inbox.

8. Signature: We can customize our signature if we want it to appear in the complimentary closure of every email and once you add your signature it automatically appears at the end of every mail that you compose.
9. Search: The search option helps us to locate old email communications.
10. Cloud Storage: Google Drive, Dropbox etc are examples companies offering cloud service solutions to enterprises. Data can be stored on cloud.
11. Changes at the Workplace: This trend of online work has brought about other changes like virtual workplaces, work from home, flexi-time etc.

IX. FEATURES OF AN EMAIL ACCOUNT

An email account has following folders:

1. Inbox: Inbox is the main folder in your email account which contains all the e-mails that have arrived in your e-mail account.
2. Sent Email: It shows all the e-mails sent by you from your e-mail account.
3. Drafts: This folder stores those messages that you have created but have not been sent by you so far.
4. Spam: Spam is unsolicited e-mails or junk mails. Spam mails are identified by the mail services and placed in this folder. These spam mails are automatically deleted after few days.
5. Trash: Any deleted mail is put in the Trash folder. Trash folder allows you to get back an e-mail which have already been deleted but only if it is recovered within few days.

An email account has following options:

1. Compose mail: By clicking on the Compose Mail button a window appears where we can write our message in the message box and the email addresses of the person we want to send the mail.
2. Contacts: The Contacts helps you to find email address of a person whom you have saved in your Contact list.
3. To field: In to field you have to put the address of the receiver and in case you want to send email to more than one receiver then put commas between their email addresses or you can use ?add cc. or ?add bcc.
4. Subject: Subject helps to explain that mail is regarding which issue.

5. Text Area: The message is written in this area.
6. Send: You can send the mail by clicking the Send button.
7. Group Contacts: Contacts can be organized in different groups like office, school, relatives etc.

X. ELECTRONIC MAIL SYSTEM

Today companies are able to customize their e-mail services to meet their own unique communication needs. E-mail management tools in the market can help entrepreneurs and managers address a wide array of issues from excessive volumes of e-mail and/or excessively large file attachments.

XI. OPTIMISING PERSONAL EMAIL USE

Experts in the fields of business and electronic communication agree that managers and small business owners can take several steps to increase the efficiency of company's e-mail systems by understanding patterns of personal e-mail use to guidelines for companywide e-mail policies. Some amongst these are as following:

1. Avoid 'Emoticons' - smileys, winks etc in official correspondence.
2. Maintain separate accounts for official and personal e-mails.
3. Use the "Reply/Reply All" features with care. Your response may be intended only for the sender and not to all included in the mail.
4. Invest in supplementary tools that can block e-mail spam that clogs many systems.
5. Review incoming e-mails only at two or three set times a day, rather than peeking at each one as it comes in.
6. Delete old messages that can clutter up your inbox.
7. Respond promptly to official e-mail messages - less than 24 hours. In case the response takes more detailed information, write a short reply explaining how long it would take for you to give a proper response. Non-response sends out wrong signals.
8. Have a standard signature for your official e-mails - Name, Designation, Phone numbers. This helps in accurate identification.
9. Limit the size of attachments to be received or sent out by e-mail. This helps monitor data security, virus attacks etc.

10. *Proper Grammar, correct spelling, tone, courtesy, structure, content etc. should exist.*

XII. PROPER E-MAIL CORRESPONDENCE

Words used in an e-mail are like a small, lit match; they can be used to mend fragile relationships, warm the heart and light the way, or they can ignite whole forest aflame that could cause havoc and destruction. Thus, we should be careful in e-mail correspondences.

At times you would like to send the same e-mail to all of your readers at one time. Most of all e-mail recipients are known to have what is called Carbon Copy (CC) and Blind Carbon Copy (BCC). Here we want to be careful that only one person at a time will see your mail without seeing the address of every person you are sending it to. If we use CC, every person's address is listed for each e-mail recipient to see, but if we use BCC, only the address of person in the 'To:' box is seen.

XIII. EMAIL ETIQUETTE

Following email etiquettes should be followed while writing a letter:

- 1. Mind Your Manners: Think of the basic rules you learned growing up, like saying please and thank you.*
- 2. Address people you don't know as Mr., Mrs., or Dr and address someone by first name only if they imply it's okay with them to do so.*
- 3. Watch Your Tone: It is very difficult to express tone in writing, but make sure that you should come across as respectful, friendly, and approachable.*
- 4. Be Concise: Get to the point of your email as quickly as possible, but don't leave out important details that will help your recipient answer your query.*
- 5. Be Professional: Stay away from abbreviations and don't use emoticons (those little smiley faces).*
- 6. Use Correct Spelling and Proper Grammar: Use a dictionary or a spell checker and pay attention to the basic rules of grammar.*
- 7. Wait to Fill in the "TO" Email Address: This will keep you from accidentally sending an email prematurely.*

XIV. ADVANTGES OF E-MAIL

EASY

You can manage all your correspondence on screen and so can your customers.

FAST

Mail is delivered instantly from your office to anywhere in the world.

INEXPENSIVE

Compared to telephone calls, faxes, or over night courier service, Email is less expensive

EASY TO FILTER

The subject line on an Email makes it easy to prioritize messages. The reader can identify critical correspondence quickly and deal with it immediately.

SECURE TRANSMISSION AND RELIABLE

The level of security in transmitting Email messages is very high, and the industry continues to strive to develop even tighter security levels.

XV. DISADVANTAGES OF E-MAIL

TIME CONSUMING

Sometimes the message is better communicated over the telephone or directly. Organizing and reading through emails can also eat up a great deal of time and prove an obstacle in the way of a worker's productivity.

SECURITY

Sensitive information can be easily shared and distributed within a business through email.

IMPERSONAL COMMUNICATION

Since email recipients cannot see one another, the emails do not have any voice inflection or emotion that can help in proper interpretation.

MISUNDERSTANDING

Pronouns and popular jargon can lead to conflicts in emails. In addition, email is filled with abbreviations and short descriptions, which can often be misunderstood and/or interpreted the wrong way

VULNERABILITY

All of your emails and important information can be lost with a simple hard-drive crash. Even if you store your email information on another server, you could lose your data if that site goes down or

gets out of business.

INTERNET CONNECTIVITY

E-mail depends on the internet connectivity which can get disturbed or disconnected due to various reasons.

XVI. INTRANET

- The word 'intra' means within or internal.
- It is like the internet, except that it contains information specific to the particular organization. External people, who are not on the network cannot access the intranet.
- The intranet implies that only the company employees who are set up on the server can access the company pages and is different from the Internet which is open to everyone who has an Internet connection.
- The benefits of an intranet are that it allows a central communication area for the entire company. It gives information to everyone within the company, regardless of their location. Thus, all employees in an organisation get to know about the carried happenings.

XVII. BENEFITS OF INTRANET

1. **Workforce productivity:** Intranets can help users to locate and view information faster and use applications relevant to their roles and responsibilities.
2. **Time:** Intranets allow organizations to distribute information to employees as and when needed.
3. **Communication:** Intranets can serve as a powerful tool of communication within an organization. intranets are useful to communicate strategic initiatives that have a global reach throughout the organization by which staff has the opportunity to keep up-to-date with the strategic focus of the organization.
4. **Web Publishing:** It allows cumbersome corporate knowledge to be maintained and easily accessed throughout the company using hypermedia and Web technologies. Examples include: employee manuals, benefits documents, company policies, business standards, news feeds etc.
5. **Business Operations and Management:** Intranets are also being used as a platform for developing and deploying applications to support business operations and decisions across the internetworked enterprise.
6. **Cost-effective:** Users can view information and data via web-browser rather

than maintaining physical documents which save the business money on printing, duplicating documents etc.

7. **Enhance Collaboration:** Information is easily accessible by all authorized users, which enables teamwork.
8. **Promote Common Corporate Culture:** Every user has the ability to view the same information within the Intranet.
9. **Immediate Updates:** Intranets make it possible to provide your audience with "live" changes so they are kept upto-date, which can limit a company's liability.
10. **Supports a Distributed Computing Architecture:** The intranet can also be linked to a company's management information system.

XVIII. PURPOSE OF INTRANET

- The purpose of the intranet is for internal communication.
- Intranets are also being used as corporate culture-change platforms. For example, large numbers of employees discussing key issues in an intranet forum application could lead
- to new ideas in management, productivity, quality, and other corporate issues.
- When part of an intranet is made accessible to customers and others outside the business it becomes part of an extranet. Businesses can send private messages through the public network, using special encryption/ decryption and other security safeguards to connect one part of their intranet to another.
- Intranets are managed by the communications, HR departments of large organizations, or some collaboration among these.

LET'S TEST OUR KNOWLEDGE

1. E-mails can be filtered using the entering your inbox.

- a. Junk Mail
- b. Spam
- c. Trash
- d. All of the above

Ans- b

2. The ____ option in e-mail helps us to retrieve old email communications.

- a. Find
- b. Search
- c. Settings
- d. None of the above

Ans- b

3. Through e-mail companies are offering tools like Google drive drop box etc.

- a. Accounts
- b. Package
- c. Cloud Storage
- d. All of the above

Ans- c

4. Identify which statement is not a feature of a professional e-mail

- a. Correspondence through e-mail should use Proper Grammar, correct spelling, tone, courtesy, structure, content etc.
- b. It is suggested to use of 'Emoticons' - smileys, winks etc. in official correspondence.
- c. Maintain separate accounts for official and personal e-mails. Many organizations have firewalls against personal mails like Yahoo, Gmail etc.
- d. Avoid 'spamming.' Maintain a proper distribution list of recipients for your mails.

Ans- b

1. Conversion of data into a code is called

- a. Encryption
- b. Hypermedia
- c. Intercepted
- d. Interface

Ans- a

5. The specialized or technical language as used in specific fields is called_____

- a. Codes
- b. Jargon
- c. Trivial
- d. Hypertext

Ans- b

6. Which of the following protocol is used by the web

- a. HTPT
- b. HTPH
- c. HPTH
- d. HTTP

Ans- d

7. Which of the following is a system of interlinked hypertext documents accessed via the internet

- a. Intranet
- b. Extranet
- c. World wide web
- d. None of the above

Ans- c

8. Which of the following is a web browser

- a. Google Chrome
- b. Internet Explorer
- c. Firefox
- d. All of the above

Ans- d

9. It allows cumbersome corporate knowledge to be maintained and easily accessed throughout the company using hypermedia and Web technologies.

- a. Web Publishing
- b. Web Communication
- c. Web Circulars
- d. None of the above

Ans- a

4. COMMON BUSINESS TERMINOLOGIES

Ten Basic but Most Important Terms / Words in Business English

- **Management:** those in charge of running a business
- **Business:** the activity of providing goods and services involving financial and commercial and industrial aspects
- **Marketing:** the commercial processes involved in promoting and selling and distributing a product or service
- **Profit:** the amount of money left over after expenses are taken out
- **Telecommuting:** involves working at home usually on a computer
- **Downsizing:** a planned reduction in the number of employees needed in a firm in order to reduce costs and make the business more efficient
- **Outsourcing:** contracting out selected functions or activities of an organization to other organizations that can do the work more cost efficiently
- **R & D or Research and Development:** Business or government activity that is purposely designed to stimulate invention and innovation
- **Headquarters:** (usually plural) the office that serves as the administrative center of an enterprise
- **Market:** the world of commercial activity where goods and services are bought and sold

Business Terminologies

1. **Adjournment:** Postponement of a court session until another time or place.
2. **Adjudication:** A decision or sentence imposed by a judge
3. **Affidavit:** A written statement signed in the presence of a judicial officer, a Notary Public or an Oath Commissioner that is admissible as evidence in a court of law.
4. **Annual Return:** A statutory document filed by every company annually with the Registrar of Companies, stating the particulars such as status, names of directors, shareholders, indebtedness etc. of the company.
5. **Appellant-** The party appealing a decision or judgment to a higher court.
6. **Attestation:** Attestation is authentication of a signature by an authorized person, who could be an oaths commissioner or a notary public.
7. **Bankruptcy:** A legal condition where a person or a business in which liabilities exceed the assets and the debtor is unable to repay amounts owed.
8. **Case:** lawsuit or action in a court.

9. **Case Laws:** Judgements by courts usually of higher courts, in leading cases, which are treated as authorities and quoted and relied on in similar cases by the lower or same level courts.
10. **Cause list:** Cause list is issued by the Registry of the matters to be heard by the court on any day. Cause list contains information like bench, courtroom number and the position of the matter.
11. **Caveat Emptor:** A legal doctrine literally meaning 'let the buyer beware' of what he is buying and satisfy himself about the quality and condition of what he is buying.
12. **Collateral:** A security generally in the form of fixed assets and offered in addition to those already furnished.
13. **Consortium:** An association of companies formed for the purpose of undertaking a particular activity. There may be no other connection between the companies outside the scope of activities. It is usually to share the limited resources and risks associated with the activity undertaken.
14. **Cover Note:** A document issued by an insurance company to provide cover to the insured till a formal policy document is issued.
15. **Credit Note:** A document sent by a seller to a buyer to rectify an error of overcharge in an invoice or to allow credit for goods returned. It is entered in the books of account.
16. **Debit Note:** A note sent by seller to buyer to rectify an undercharge in the original invoice. It is in the nature of a supplementary invoice.
17. **Defendant:** In civil cases, the person who is given court papers, also called a respondent. In criminal cases, the person who is arrested and charged with a crime.
18. **Dematerialisation:** Conversion of debentures from electronic form. securities paper or such as physical shares/ form to
19. **Depository:** The system of organisation which works through registered members called depository participants, to maintain a record of securities in electronic or dematerialised form. Transactions in such shares are recorded immediately by the depository participants in the accounts of shareholders who hold the shares in dematerialised form.
20. **Dismissal:** A judge's decision to end the case.
21. **Dispose:** Ending a legal case or a judicial proceeding.
22. **Disposition:** The manner in which a case is settled or resolved.
23. **Dissolution:** The legal end of a marriage, also called a divorce.
24. **Earnest Money:** refundable security in the form of demand draft or bank guarantee to keep

off non-serious applicants usually for tenders. It is also given by a buyer to the seller to bind the bargain and may be adjusted later with the cost of the purchase.

25. **Endorsement:** A writing on the back of a bill of exchange i.e. an Order cheque authorising the bank to pay to the bearer or a specified person or prohibit further endorsements. The effect of endorsement is to vary the terms of the document.
26. **Ex Gratia:** Some action, normally the payment of money, taken where there is no legal necessity to do so but where some moral obligation is recognised.
27. **EX PARTE :** Done for, or at the request of, one side in a case only, without prior notice to the other side.
28. **Executor:** A person named in the Will of the deceased testator to administer/ carry out its provisions/ directions.
29. **Indemnity:** A contractual obligation to compensate some other person in the event that a loss is suffered by them for a specified cause.
30. **Injunction:** It is an order of the court directing a person to act or refrain from acting in a certain manner. Injunctions are often issued to prevent people from harming others.
31. **INSIDER TRADING:** Trading in a company's shares by a person connected with and having access to its sensitive, unpublished and confidential information.
32. **Insolvency:** A state where the total assets of an entity are insufficient in value to meet its total liabilities. It may lead to bankruptcy with the pronouncement by a court.
33. **Laundering:** The process of passing funds through a number of transactions with the intention to conceal their origin.
34. **Lease:** The right to use a property for a specified term in lieu of lease-money or rent paid periodically. The lessor has to execute a deed in favour of lessee containing terms and conditions of lease.
35. **Libel:** Defamatory material in recorded form as opposed from slander which is oral. The victim may file a suit for damages.
36. **Litigant:** A party to a case.
37. **Market lot:** The minimum number of shares, say 100, required for a transaction on a Stock Exchange. Fewer shares constitute an odd lot. In Demat form, even a single share may be traded.
38. **Memorandum of association:** A fundamental document which contains the provisions of the company's constitution, which is filed with the Registrar of Companies at the time of the

incorporation of a company. It states the name of the company, its objectives, the amount of capital etc.

39. **Minimum subscription:** The minimum number of shares for which applications have to be received by a company in a public issue before allotment can be made by it.
40. **Moratorium:** A freeze on the payment of debts by a government in times of national crisis or an emergency.
41. **Payee:** A person to whom the amount is payable or in whose favour the Bill of Exchange is drawn.
42. **Pay-In-Slip:** A form filled up to deposit cash or cheque in a bank. The account holder retains the counterfoil. For bulk users, they may be bound in a Pay-in- Book.
43. **Personal Guarantee:** If you're seeking financing for a very new business and don't have a high value asset to offer as collateral, you may be asked by the lender to sign a statement of personal guarantee. In effect, this statement affirms that you as an individual will act as guarantor for the business's debt, making you personally liable for the balance of the loan even in the event that your business fails.
44. **Petitioner:** Another word for plaintiff, the person starting the lawsuit.
45. **Plaintiff:** The person who sues or starts a civil case, also called the petitioner or the complainant.
46. **Plea:** An accused person's answer to a criminal charge. For example: not guilty; guilty; no contest.
47. **Plea Bargains:** The agreement a defendant makes with the prosecutor to avoid a trial. Usually involves pleading guilty to lesser charges in exchange for a lighter sentence.
48. **Pleading:** The court documents filed with the court by the parties in a civil or criminal case. For example: motion to dismiss; motion for modification.
49. **Price Rigging:** It is the collective effort of bulls or bears to manipulate the price of a security without any regard for fundamentals of the company.
50. **Proxy:** One who acts on behalf of another, usually used to denote a person authorised by a member of a company to be present and vote on his behalf in a meeting.
51. **Quorum:** The minimum number of members required to be present in order to transact business at a meeting.
52. **Record date:** A date on which the records of a company are closed for the purpose of determining the stockholders to whom dividends, proxies, rights, etc. are to be sent.
53. **Salvage:** Recovering items from a site of destruction.

54. **Sampling:** A method of drawing conclusions about the whole by examining portions of it selected at random.
55. **Sub-judice:** A matter pending decision by a Court is called sub judice. Parties to such a matter should not do anything that would affect the outcome of the case.
56. **Subrogation:** The legal principle that entitles an insured only the actual loss sustained in cases of pure indemnity.
57. **Summons:** A legal paper that is used to start a civil case and get jurisdiction over a party.
58. **Suo Moto:** The Court may take action on its own when facts requiring legal intervention reach its notice. The Court is then said to be acting suo moto.
59. **Trustee:** A person who holds property in trust for another for the use or benefit of another.
60. **Watchdog:** A general term applied to a person or group appointed or set up to safeguard the interests of a particular group.
61. **Window dressing:** A manoeuvre engaged in by companies, banks, mutual funds etc., at the end of the accounting period in order to impress stock holders who will be receiving the report showing that funds are better managed and invested than what might have been drawn up.
62. **Writ and writ petition:** A writ is a direction that the Court issues, which is to be obeyed by the authority/person to whom it is issued. A petition seeking issuance of a writ is a writ petition.
63. **Zero coupon Bond-** A bond that pays no interest while the investor holds it. It is sold originally at a substantial discount from its eventual maturity value, paying the investor its full-face value when it comes due, with the difference between what he paid initially and what he finally collected representing the interest he would have received over the years it was held.

1. **TRAI:** Telecom Regulatory Authority of India.
2. **TQM:** Total Quality Management.
3. **SIB:** Securities and Investments Board of UK.
4. **SEBI:** Securities and Exchange Board of India
5. **SAFTA:** South Asian Free Trade Area
6. **NYSE:** New York Stock Exchange.
7. **NSE:** National Stock Exchange.
8. **NASDAQ:** National Association of Security Dealers Automated Quotations.
9. **NABARD:** National Bank for Agricultural & Rural Development.
10. **MCA:** Ministry of Corporate Affairs.
11. **IRDA:** Insurance Regulatory and Development Authority.
12. **IMF:** International Monetary Fund.
13. **IAS:** International Accounting Standards.
14. **GAAP:** Generally Accepted Accounting Principles.
15. **GDP:** Gross Domestic Product.
16. **GDR:** Global Depository Receipts.
17. **FICCI:** Federation of Indian Chamber of Commerce & Industry
18. **ESOS:** Employee Stock Option Scheme.
19. **EPS:** Earning Per Share
20. **CRR:** Cash Reserve Ratio