**Unit 1**

**Types of communication:**

1. **What is downward communication**

Downward communication is the communication where information or messages flows from the top of the organizational structure from the bottom of the organizational structure. Downward communication occurs when information flows down the hierarch form superiors to subordinates. This [type of communication](https://thebusinesscommunication.com/types-of-communication-classification-of-ommunication/) may forms such as staff meetings, company newsletter, company policy statement, information memos, e-mail, face-to-face contact, orders, instruction etc. So, downward communication is [the communication](https://thebusinesscommunication.com/) where information or messages flows from the top level of the organizational structure form the bottom level of the organizational structure.

**Objectives or purpose of downward communication**

It is a system of communication where communication takes a place form upper level to downward or from the superior to a subordinate level. The following objectives are available in downward communication.

1. **Supply information**: Work style, method, responsibility, duties, etc. are supplied to subordinates by this communication system.
2. **Assigning work**: Through [downward communication](https://thebusinesscommunication.com/the-effectiveness-of-downward-communication/), superior assigns different works to their subordinates.
3. **Explaining policies and plan**: The objective of an organization is to inform the institution’s plan, policy, program, etc. to a lower level by this [communication system](https://thebusinesscommunication.com/what-is-business-communication/).
4. **Responsibility and duty**: Interdepartmental duties and responsibilities are distributed by this communication system.
5. **Directing subordinates**: Downward communication is directive in nature. To give directions to the subordinates, top executives use this communication method.
6. **Evaluation of performance**: Top executives evaluate the performance of their subordinates through this communication method. After evaluation of worker’s works, the analyzed result is informed to others for an incentive.
7. **Explain the change environment**: Any change or organization’s plan, policy, method and program are informed to all employees with the help of this communication system.
8. **Coordination and cooperation**: To coordinate and cooperate with the subordinates o\_f their works downward communication is needed. For the achievement of an expected result, downward communication is the best method.
9. **Delegate authority**: In a large organization, it is very much essential to delegate some authority to their subordinates. Without downward communication delegation of authority is impossible.
10. **Establish discipline**: Top-level hierarchy of the organization try to maintain organizational discipline through downward communication to their subordinates by issuing job-related rules and regulation

**Methods of downward communication**

Both written and oral methods are used in transmitting messages of downward communication. Actually, the section of media depends on the nature, urgency and importance of the message to be communicated. The followings are the frequently used media or methods of downward communication*.*

1. **Oral Media or Method**: Downward communication is mainly done by means of oral media or method. Usually, the supervisors give instructions to their subordinates through face-to-face and telephonic conversation. Beside this, managers also exchange relevant information to their subordinates through meetings, conferences, lectures etc.
2. **Written Media or Method**: Organization of any size and nature sends important information to its employees in written forms through letters, circulars, manuals, bulletins, posters annual reports, etc. generally, letters and memos communicate important organizational directives; [circulars](https://thebusinesscommunication.com/kinds-of-circular-letter-features-of-circular-letter/), manuals, and bulletins communicate policies and procedures and [annual report](https://thebusinesscommunication.com/what-is-annual-business-report/) communicates organizational activities and performance at the end of the year.
3. **Other Media or Method**: In addition to oral and [written media](https://thebusinesscommunication.com/written-communication-questions-and-answers/) or method, audio, visual and audio-visual media are also used in downward communication. Radio, television, poster, signal, symbol, graphs, etc. some of the commonly used instruments that convey messages to the subordinates

**Advantage or merits of downward communication**

Downward communication benefits the organization in many different ways. Through this communication, superior provide necessary information and directives to the subordinates. The major advantages of downward communication are highlighted below:

1. **Delegating authority and responsibility**: Delegation means entrusting the subordinates with some responsibilities along with due authority. It is essential to make the subordinates capable in performing their jobs. Since downward communication starts form higher level, it helps mangers in delegating authority and responsibility to the right persons.
2. **Marinating discipline**: Downward communication occurs in conformity with officially recognized rules and regulations. So it helps in establishing official discipline in the organization.
3. **Increasing efficiency**: Downward communication provides necessary guidance, orders, instructions and explanations of various complex issues to the subordinates that ultimately increase the efficiency of the employees.
4. **Informing organizational plans and procedures**: In an organization, the top-level executives develop the plans, policies, strategies, procedures etc. downward communication plays a significant role in communicating those plans, policies, strategies’ and procedures to the lower levels of the organization.
5. **Explaining the complex issues**: Sometimes subordinates need explanation of organizational policies and procedures. In such situations, managers rely on downward communication to provide necessary explanations and analysis.
6. **Issuing orders and instructions**: Downward communication is the only means to circulate various orders, instructions, guidance, and advices to the subordinates. Without downward communication, organization is like a boat without boatman.
7. **Avoiding by-passing of hierarchy:** Downward communication takes place by following the established chain of command of the organization. Thus, it reduces the chance of sending message to someone through by-passing the immediate subordinate.
8. **Maintaining good labor-management relationship**: Downward communication helps to create and maintain good labor-management relationships in the organization. When top-level executives communicate with their subordinates sincerely and courteously, it develops good interpersonal and inter-group relationships between management and works. In turn, this will motivate the employees and ensure good labor-management relation in the organization.

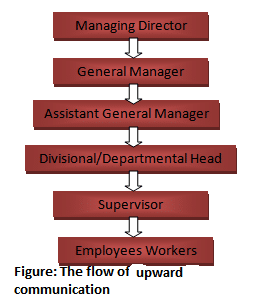
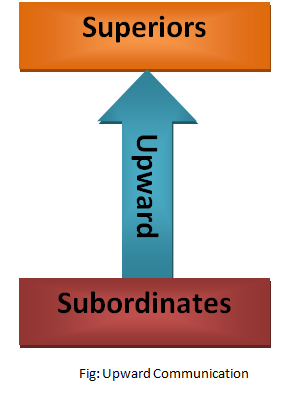
**Disadvantages or demerits of downward communication**

Though downward communication provides many advantages to the organization, it is not free limitations. Its main limitations or disadvantages are discussed below:

1. **Time-consuming**: Downward communication is a delayed process. In this communication, information flows through different levels of hierarchy. As a result, when information reaches to the lower level workers, it may have lost its significance or utility.
2. **Distortion of information**: Downward communication also suffers form problem of distortion of message. People have a tendency to modify or manipulate information. Therefore, information is passed from one individual to another or form one level to another, authenticity of information is lost.
3. **Lack of explanation**: In most cases, downward communication contains messages without necessary explanation and clarification. For this reason, subordinates fail to understand the message accurately.
4. **Deterioration of relationship**: Heavy reliance on downward communication also deteriorates the labor-management relationships. Because it does not provide any scope of direct communication between them.
5. **Lack of feedback**: Absence of [feedback](https://thebusinesscommunication.com/principles-of-feedback/) is another major drawback of downward communication. The top-level executives usually place little or no importance to the messages received from subordinates. Superiors hardly seek feedback from the subordinates. Due to negligence of the superiors, subordinates also seldom send feedback. As a result, communication becomes ineffective.
6. **Lack of enthusiasm**: Managers send orders instructions and advices to the subordinates through downward communication. This form of communication energizes and activates the employees. Therefore, delay in the downward flow of information adversely affects the enthusiasm of the employees.
7. **Creation of frustration**: Downward communication is directive in nature. This type of communication hardly allows the subordinates to discuss any matter with their superiors. Moreover, the subordinates are compelled to follow the orders and instructions of the superiors. Such coercion creates frustration in the mind of the employees

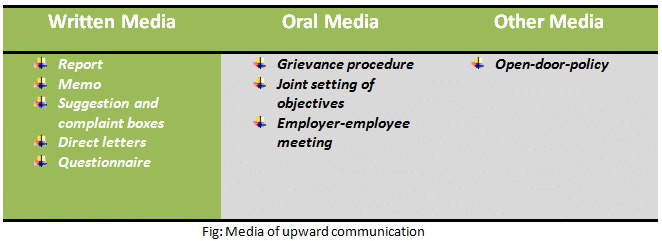
**What is Upward Communication?**

When information flows from subordinated to superiors, it is called upward communication. The purpose of upward communication is to provide information to the managers form subordinates. Through this communication, subordinates convey their opinions, suggestions, complaints, etc. to their superiors. The lower-level employees initiate up-ward communication and the message ultimately reaches to the upper-level management. It may take place in the form of [feedback](https://thebusinesscommunication.com/principles-of-feedback/) of [downward communication](https://thebusinesscommunication.com/what-is-downward-communication-methods-of-downward-communication/).

[](https://thebusinesscommunication.com/wp-content/uploads/2013/11/What-is-Upward-Communication.png)

From the above discussion, it can be concluded that the communication where information flows form subordinates to superiors is known as upward communication. Upward communication conveys information related to periodic updates, requests for data, clarification of directives and requests for additional financial support.

**Media or Ways of Upward Communication**

The subordinates can communicate their problems, attitudes, complaints and suggestion to their superiors through various ways. That means, there are a number ways or means or methods of upward communication. The important media of upward communication are mentioned in the followed table:[](https://thebusinesscommunication.com/wp-content/uploads/2013/11/Media-of-upward-communication.png)

**1. Written media of upward communication**

The popular written media of [upward communication](https://thebusinesscommunication.com/advantages-and-disadvantages-of-upward-communication/) are discussed below:

**Report**: Report is one of the most important a widely used media of upward communication. Subordinates prepare reposts periodically or regularly on various routine issues. They also prepare a special [report](https://thebusinesscommunication.com/what-is-annual-business-report/) when need arises. Reports are then submitted to the higher authority for supplying necessary information.

**Memo**: Memo is the short form of a [memorandum](https://thebusinesscommunication.com/what-is-office-memo-or-memorandum/). A memo is a short piece of writings generally used to exchange information among the persons within the organization. Superiors usually send information to their subordinates through memo. However, subordinates can also write memos to convey essential information to their superiors for making decisions.

**Suggestion and complaint boxes**: Some organizations install suggestions and complaint boxes at some convenient places in the office or factory through a suggestion box, management invites the employees to submit their suggestions for improving the efficiency of organizational operations. On the other hand, complaint box is placed to submit any complaint of the employees regarding any aspect of their employment.

**Direct letters**: Subordinates can [write letters](https://thebusinesscommunication.com/types-of-letter-classification-of-letter-in-business/) directly to their superiors at their superiors at their own initiation or they may be asked by their superiors write about any directed matter.

**Questionnaire**: Sometimes managers encourage upward communication by asking questions to their subordinates. For this purpose, they distribute questionnaires to the employees. Through questionnaires, management can know the attitudes, feelings and complaints of the employees.

**2**. **Oral media of upward communication**

The oral media of upward communication are as follow:

**Grievance procedure**: Grievance is the employee dissatisfaction over any aspect of their employment. The grievance procedure provides the employees with a formal channel of appeal to their superiors. In modern organizations, there is a well-established procedure for handing employee grievances that acts as a mode of upward communication.

**Joint setting of objectives**: In participative organizations, superiors and subordinates sit together for setting objectives. In this case, the superiors seek information and suggestions from the bottom-level managers and employees.

**Employer-employee meeting**: [Meeting](https://thebusinesscommunication.com/what-is-meetingadvantages-and-disadvantages/) between employer and employees is a very useful medium of upward communication. In the meeting, the superior can raise problems and seek information, guidelines or suggestions from the subordinates.

**3. Other Media**

In addition to written and [oral media](https://thebusinesscommunication.com/ways-of-oral-communication/), superiors can encourage upward communication through the following symbolic medium.

**Open-door-policy**: Open-door-policy of management inspires the employees to feel that the manger’s doors are always open to them. Whenever they want they can enter into the manager’s room and talk everything to the superiors without any fear or hesitation.

These are the commonly used media of upward communication. However, all the media are not suitable for every message. The selection of a particular medium in a particular situation depends on the nature and importance of the message

**Advantages of upward communication**

1. **Development of plan**: The information received from subordinate plays important role to help development of planning of the organization.
2. **Providing suggestions and opinions**: By upward communication system, subordinate takes necessary suggestions and opinions from superiors about the work-related issues of the organization.
3. **Motivating to employees**: Upward communication system allows lower level staff to express their attitude or opinion to upper-level staff. As a result, sub-ordinates are influenced to work more towards fulfillment to target.
4. **Providing constructive suggestion**: All employees are supplied with constructive and important messages that can help to implement the goals or objectives.
5. **Good labor-management relationship**: [Upward communication](https://thebusinesscommunication.com/what-is-upward-communication/?amp) I participative in nature. Here, information is invited from lower level executives and employees and on the basis of this information top executive makes a decision. So, good relation between subordinates and bosses should create for the betterment of the organization.
6. **Providing feedback**: The subordinate’s reaction is returned to the superior in this communication system. So, top level management can decide what to do and what not do clearly understand and followed.
7. **Creating favorable environment**: Upward communication helps to develop a favorable working situation in an organization by creating a good relation among all employees.
8. **Promote harmony**: Upward communication creates a friendly environment in the organization which leads to a peaceful and harmonious relationship among the subordinates and superiors.
9. **Decision making**: Top level executives or superiors needed much information before taking a decision on a particular issue. Subordinates supply this information through the help of upward communication.
10. **Developing creative and innovative ideas**: Upward communication facilitates easy excess of the employees or subordinate to the superiors in providing necessary constructive suggestions and opinions about the work-related issues of the organization.
11. **Facilitating collective decision**: Since upward communication is participative in nature. It communication allows the subordinates to convey their feelings, constructive suggestions and opinions and the work-related in the decision making process.

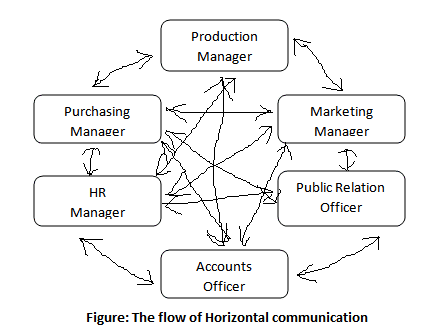
**Disadvantages of upward communication**

In spite of having many advantages upward communication, it is not free from limitations of disadvantages. The main disadvantages of upward communication are as follows:

1. **Changes of information**: In upward communication subordinates may change their accurate information. So, the top executive cannot take an accurate decision.
2. **Unwillingness**: Sometimes subordinates don’t send the information to their superior willingly. So, [the communication](https://thebusinesscommunication.com/?amp) system may be disrupted.
3. **Fear of inefficiency**: The main problem of upward communication is fair to superiors. Generally, superiors make a question about the employees work position and efficiency. Many employees fear to communicate and share their ideas, constructive suggestions and opinions with the superiors.
4. **Indiscipline**: Sometimes employees communicate directly to superior by avoiding proper channel or chain of command. Here disciplines are not properly maintained.
5. **Bypassing**: In the process of upward communication, sometimes workers directly approach the topmost authority with their suggestions or bypassing their immediate boss. This is harmful to any organization.
6. **Flattery**: In order to convince the superior bosses, subordinates can take the help of flattery and for this reason, subordinates may conceal the true and provide incomplete information to top level.
7. **Lake of initiative**: Generally subordinate is reluctant to take the initiative to upward communication for a different reason.
8. **Risk of distortion of messages**: In upward communication, subordinates willingly distort the message because they fear if they tell the original fact to their bosses, they may face some problems.
9. **Delay**: It is an important limitation of upward communication is the long and slow movement of information to the higher authority.
10. **Supervisor’s negligence**: Sometimes top-level executives discourage the upward flow of information and neglect the constructive suggestions and opinions about the work-related issues of the organization.

**What is Horizontal communication?**

The term lateral communication can be used interchangeably as horizontal communication. Horizontal communication is communication among people at the parallel or same level, position, rank or status people of the organization. Horizontal communication is the communication that flows laterally within the organization, involves persons at the same level of the organization. [Horizontal communication](https://thebusinesscommunication.com/importance-of-horizontal-communication/) normally involves coordinating information and allows people with the same or similar rank in an organization to cooperate or collaborate.

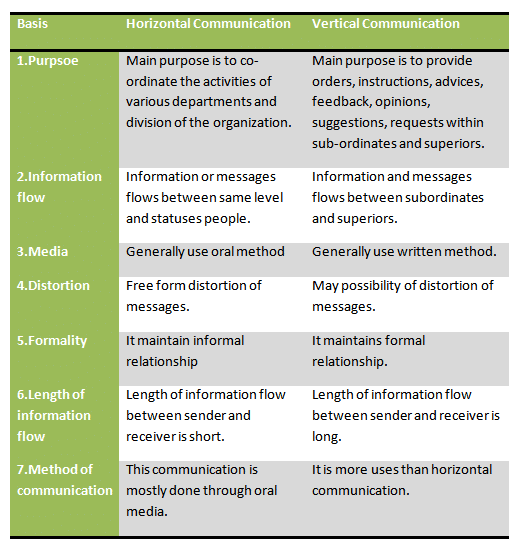
**The graphical presentation of horizontal communication is as follows:**

So, Horizontal communication is the communication where information or messages flows among the similar or same level statuses of people in the organizational structure.

**Differences between horizontal and vertical communication**

**Horizontal communication** is the communication where information or messages flows between the parallel same level or statuses people of the organizational structure. On the other hand, vertical communication

is communication where information or messages flows between or among the subordinates and superiors of the organizational. The difference between horizontal and [vertical communication](https://thebusinesscommunication.com/what-is-vertical-communication-types-of-vertical-communication/) are as follows:

  
**Essentials of effective Horizontal communication**

**The essentials of effective Horizontal communication are as follows:**

**Recognition:** To make Horizontal communication effective top executive must recognize it is a realistic and useful way to exchange a message.

**Emergency communication:** To make it effective this communication system is to be considered a form of emergency communication to effect a quick resolution of a particular problem.

**Direct supervision:** To make more effective of this system manager should convince the workers.

**Discipline:** To make more effective discipline to be maintained strictly in every level. Otherwise, management may be broken.

**Clear understandability:** To make effective, care should be taken so that managers may have a clear understanding that horizontal communication is a functional part of the total [communication process](https://thebusinesscommunication.com/what-is-communication-process/).

**Interdepartmental communication increase:** To make it effective, organizational structure should be made in such a way that opportunity for interdepartmental communication can be ensured.

**Act as Lubricant:** To make effective, departments must be developed, so that it will act as a lubricant in the way of effectively using horizontal communication

**Advantages of horizontal communication**

1. **Informal and sweet relationship**: This is same status level’s communication system. They exchange ideas, knowledge and thoughts. So, an informal and sweet relationship can be maintained.
2. **Co-ordination of activities**: For the achievements of the expected result of an organization inter departmental co-ordination system must be developed which is a criteria of horizontal communication.
3. **Departmental communication**: Horizontal communication is the best system of communication in departmental communication.
4. **End of misunderstanding**: There is no chance of misunderstanding in horizontal communication among employees. So, it is helpful to management for enhancing mutual understanding and good decision making.
5. **Hindering bureaucracy**: No change of a rise bureaucracy in Horizontal communication running organization which is helpful to make a good relationship among themselves.
6. **Dynamism at work**: If horizontal communication is established in organizational dynamism at work will increase among workers.
7. **Group activities**: IN this system of communication a department is well known to other department and can exchange their affection. So, group activities and direction of the sound work program will be easier.
8. **Quick communication and solution of problems**: Horizontal communication allows quick transmission of messages and solves complex problems in the organization.
9. **Linking with different areas of expertise**: science same level of employees exchange information in this communication, they create good link with different areas of expertise.
10. **Guarding against distortion message**: Horizontal communication takes place among the employees of the same level, information reaches directly from one employee or executive to another which acts as a guard against distortion messages.

**Disadvantages or limitations of Horizontal communication**

Horizontal communication has not only some advantages but also some disadvantages which are followed:

1. **Overloaded by information**: Since information is less filtered in horizontal communication, one must sort through a greater amount of data which may lead to overload.
2. **Wastage of time**: Such communication involves excessive sorting of data which can kill the useful and valuable time of superiors.
3. **Positional problem**: For positional problem, horizontal communication must fail to fulfill the organization’s goal.
4. **Lack of understanding**: For lack of understanding among employees this communication may not be successful.
5. **Procedural problem**: Sometimes horizontal communication disrupted for procedural problem.
6. **Over specialization**: Specialization is a problem that often happens when organizations do not have uniformity within departments, causing communication difficulties. Specialization can occur with procedures or vocabulary used by different departments. When this occurs organizations have trouble functioning properly and do not run smoothly.
7. **Lack of motivation**: Horizontal communication often fails simply because organization members are unwilling to expend the additional effort that it requires. It may require contact with people in units and the channels and rules of interaction may be unclear. Sometimes we do not really know these people. The need to communicate with them makes us uneasy or takes too much time.
8. **Rivalry**: Rivalry within organizations occurs for example when the different levels of an organization fail to cooperate with one another.
9. **Ignoring vertical communication**: In horizontal communication same level of organizational members are contacted or exchange information with each other. Most of the cases they do not inform managers of the hierarchy which break down or ignore the vertical communication.
10. **Low productivity**: Horizontal communication often fails simply because of organizational members are unwilling to expend the additional effort that it requires and its wastage useful and valuable time of superiors which lead to low productivity.

**What is diagonal communication?**

Diagonal communication is cross-functional communication between employees at different levels of the organization. For example, if the vice president of sales sends an e-mail to the vice president of manufacturing asking when a product will be available for shipping, this is an example of horizontal communication. But if a sales representative e-mails the vice president of marketing, then diagonal communication has occurred. Whenever communication goes from one department to another department, the sender’s manager should be made part of the loop. A manager may be put in an embarrassing position and appear incompetent if he isn’t aware of everything happening in his department. Trust may be lost and careers damaged by not paying attention to key communication protocols.

Diagonal communication is becoming more common in organizations with a flattened, matrix, or product-based structure. Advantages include:

Building relationships between senior-level and lower-level employees from different parts of the organization.

Encouraging an informal flow of information in the organization.

Reducing the chance of a message being distorted by going through additional filters.

Reducing the workloads of senior-level managers.

Communication is a [process](https://ceopedia.org/index.php/Process) that consists in the following processes people seek to share meanings through symbolic messages. The communication process has an impact on the attitudes of employees the organisation, its activities, involvement (or lack thereof) spend most of their time with the organisation in which they [work](https://ceopedia.org/index.php/Work) the timing and condition of which depends on their [behaviour](https://ceopedia.org/index.php/Behaviour) . Communication intentions there is a coordination of behaviours of people who take up communistic activity. The agreement of opinions, beliefs or attitudes, in particular in the face of reality. An important objective of communication is to improve cooperation between two people (groups of people), leading to the implementation of joint undertaking . It is internal communication enables the acceptance of the actions taken by the [management](https://ceopedia.org/index.php/Management) and a process of [information](https://ceopedia.org/index.php/Information) transfer, which aims at arousing among the following employees understand all decisions taken in the area of organisation and management of the company and building attitudes of loyalty and [identification](https://ceopedia.org/index.php/Identification) with the company. Internal communication is an important [motivation](https://ceopedia.org/index.php/Motivation) factor and the basis for their involvement . Good communication between members of the organisation can be improved the effectiveness of each of them and of the organisation as a whole. Activities in the field of internal communication were not so long ago considered and treated by managers as secondary, less relevant to external communication activities. Research showed, however, that the productivity of an [employee](https://ceopedia.org/index.php/Employee) who is well notified shall be increased by approximately thirty per cent in relation to average worker

**Advantages of diagonal communication:**

1. **Coordination**: This crosswise communication serves the important purpose of coordination through informal meetings, formal conferences, lunch hour meetings, general notices etc.

2. **Practicable**: As we know not all communication takes place strictly on the lines of organisational hierarchy, i.e., downwards or upwards.

3. **Morale boosting**: By providing opportunities to lower level workers to interact with managers in informal meetings it gives their morale a boost and further commitment to the organisation. More and more organisations are now encouraging crosswise communication and building up bonhomie.

**Limitations:**

1. **Fear of infringement**: The superior may feel it an infringement that his subordinate has been given undue importance and that he has been by passed.

2. **Resistance to compliance**: The superior may not implement the suggestion as he has not been consulted.

3. **Anarchy:**The lack of accepted procedures may lead to internal anarchy and external animosity

**Unit2**

# Modern forms of Communication – Cellular phone, Fax, Email and Videoconferencing

The technological advances of the past few decades have made it possible to transmit printed messages, pictures and even live performances to all comers of the world with speed. With a single touch, you can send communications to a number of destinations. Not only large business houses but even medium and small ones use them in their day-to-day working. Among such means are Cellular phone, fax, internet/email and videoconferencing.

**A.Cellular phone**

The term mobile phone encompasses cell phones and smartphones. They might seem indispensable communication gadgets but below are some of the disadvantages attached to their usage. Modern mobile telephone services use a [cellular network](https://en.m.wikipedia.org/wiki/Cellular_network) architecture, and, therefore, mobile telephones are called *cellular telephones* or *cell phones*, in North America. In addition to [telephony](https://en.m.wikipedia.org/wiki/Telephony), 2000s-era mobile phones support a variety of other [services](https://en.m.wikipedia.org/wiki/GSM_services), such as [text messaging](https://en.m.wikipedia.org/wiki/Text_messaging), [MMS](https://en.m.wikipedia.org/wiki/Multimedia_Messaging_Service), [email](https://en.m.wikipedia.org/wiki/Email), [Internet access](https://en.m.wikipedia.org/wiki/Internet_access), short-range wireless communications ([infrared](https://en.m.wikipedia.org/wiki/Infrared_Data_Association), [Bluetooth](https://en.m.wikipedia.org/wiki/Bluetooth)), business applications, [video games](https://en.m.wikipedia.org/wiki/Video_games), and [digital photography](https://en.m.wikipedia.org/wiki/Digital_photography). Mobile phones offering only those capabilities are known as [feature phones](https://en.m.wikipedia.org/wiki/Feature_phone); mobile phones which offer greatly advanced computing capabilities are referred to as [smartphones](https://en.m.wikipedia.org/wiki/Smartphone).

The development of [metal-oxide-semiconductor](https://en.m.wikipedia.org/wiki/Metal-oxide-semiconductor) (MOS) [large-scale integration](https://en.m.wikipedia.org/wiki/Large-scale_integration) (LSI) technology, [information theory](https://en.m.wikipedia.org/wiki/Information_theory) and [cellular networking](https://en.m.wikipedia.org/wiki/Cellular_network) led to the development of affordable [mobile communications](https://en.m.wikipedia.org/wiki/Mobile_communications). The first handheld mobile phone was demonstrated by [John F. Mitchell](https://en.m.wikipedia.org/wiki/John_Francis_Mitchell) and [Martin Cooper](https://en.m.wikipedia.org/wiki/Martin_Cooper_(inventor)) of [Motorola](https://en.m.wikipedia.org/wiki/Motorola_Mobility) in 1973, using a handset (4.4 lbs). In 1979, [Nippon Telegraph and Telephone](https://en.m.wikipedia.org/wiki/Nippon_Telegraph_and_Telephone) (NTT) launched the world's first cellular network in Japan.[[*citation needed*](https://en.m.wikipedia.org/wiki/Wikipedia:Citation_needed)] In 1983, the [DynaTAC 8000x](https://en.m.wikipedia.org/wiki/Motorola_DynaTAC) was the first commercially available handheld mobile phone

## **Advantages of Mobile Phones**

The advantages of mobile phones make them fundamental accessories if not necessities. There are several economic and social advantages as explained below.

**1**. **Connect to the world**

Mobile phones technology made and still makes the world a small village. With one of them in your pocket, as long as it is on, you can connect with friends, family or even make new friends around the globe. Thanks to calling ability, texting, video calls, chats, and the event full social media, you will remain connected as long as you wish.

**2. Safety**

Regarding the case on advantages and disadvantages of mobile phones, advantages accrued from having a phone go much behold the intentional ones. When traveling or going for a hike, your mobile phone offers entertainment and company. But think of it as a safety gadget. When you forget your direction back home or even get hijacked, a mobile phone GPRS can help you trace your way home or help authorities to locate you

respectively. Lastly, if any emergency situation happens like an accident or a car breakdown, you can call for rescue or help.

**3. Data transfer**

At the current age, with a mobile phone, you do not have to send your credentials, video, photos or even document through the post office anymore. With a few button presses or screen touching, your data transfer will be sent and received within a few seconds across the globe.

**4.Various utilities**

Your phone is not only a call, entertainment or data transfer gadget. There are other utility tips of these devices. A mobile phone can act as a torch, a recording device, data storage, calculator, calendar, camera, and many other utility features

**Disadvantages**

### **1.Interruptions**

Mobile phones are a constant, always available, and real-time communication avenue. Incoming calls, emails, texts or social media-related notification get into your phone a few seconds after being sent. It is a convenient thing but how about all those ringing and notifications when listening to a manager or CEO in a business meeting? That sound does not interrupt you alone but also the speaker and other members in the room. It does not end there; mobile phone interruptions happen at weddings, family gatherings, movie theatres or offices. It is not only an annoying but also a frustrating happening.

**2. Distraction**

How could distraction to not be among the disadvantages of mobile phones? By mobile phones creating a real-time communication avenue, the compelling feeling to make calls, text or even video calls while driving or working is very distracting. This does not only come as a detrimental effect on work or class productivity. The Centers for Disease Control and Prevention (CDC) say every day close to nine people die in road accidents caused by a mobile phone-distracted driver.

**3. Isolation**

It's true mobile phones make people connected and the world a small village. But if not used carefully, it can isolate you from family and people around you. One of the typical negative impacts is where you meet a group of youths seated around a coffee table but not talking to each other; all are glued to their cell or smartphone screens. Additionally, if a teenager or a partner is too much into their mobile phone, this can hurt their relationship with the family or partner respectively.

**4. Health problems**

Late night chats and mobile phone games playing on bright screen results to eye problems. On a different note, network waves can result in some skin cancers. If you decide to scrutinize the disadvantages of mobile phones usage, there are even more. Eye cancer, sleeplessness which causes chronic fatigue during the day, and infertility related to Wi-Fi connectivity are among the worries.

### **Fax:**

Just as the conventional telephone carries voice, a fax or facsimile machine carries printed messages (words and pictures in photocopy form) from the sender instrument to the receiver instrument.The sender of a fax message prepares the copy on a sheet (generally no larger than A4 size) which can be fed into the fax machine. He dials the destination number, gets the fax tone and feeds the message into the machine.The printed message is converted into electronic signals as the paper rolls through the fax machine. This message is received in the same form at the other end on the paper roll that is attached to the machine.

**Advantages:**

(A) Fax enables an accurate transmission of a document including pictures and handwriting. Colour faxes are also a possibility.

(B) Fax can be sent through a computer, in which case it is restricted to the messages created on the computer.

(C) A fax message can be confirmed on telephone to ensure its authenticity.

(D) Faxes are admissible as proof in the court. In this respect they are superior to email.

(E) With repeat dialling facility, a busy number can be reached as soon as it becomes free.

**Disadvantages:**

(a) It is expensive compared to email and post.

(b) Sometimes the reception is blurred due to channel defects or mechanical failure at either end.

(c) At the sender’s or the receiver’s end, the document to wrong people may be exposed. Hence it is often difficult to maintain secrecy in sending and receiving a fax message.

(d) At the receiving end, the message is printed at the receiver’s cost. In case unwanted messages pour in, the receiver has to bear the cost.

#### **Specimen fax messages:**

There are new conventions about drafting and laying out a fax message. There is a tendency to minimize the vertical space of the letter.

**If a business letter is to be sent by fax, it is formatted in one of the following way:**

**Specimen fax no. 1:**

**ABC Corporation:**

1, M.G. Road, Nagpur

**Fax Message:**

To LMN Inc., Mumbai

From Joseph De Cunha

 Subject Shortfall in your consignment

Date 4th July 2011

Page/s 1

We would like you to take immediate note of the shortfall in your consignment dated 1st July 2011 to us which was supposed to contain 40 stainless steel basins but contains only 30. We trust you will check up with your despatch section and make good the shortfall at the earliest. Please confirm by fax.

Joseph De Cunha

Purchase Manager

**Specimen fax no. 2**

**Apex Importers-Exporters:**

1244 Dock Yard Street, Mumbai.

**Fax Message:**

To Kiran Jhaver Inc. From Raj Desai

Fax No. AIE/233 Subject Extension of L/C

Date 30 June 2011 Pages 2, including this one

As requested by you, we have arranged to extend the L/C dated 1 January 2011, which was due for expiry on 30th June, to 31st July 2011. A copy of it is being sent alongside. We hope you will take advantage of this and ship the garments within this date. In the event you are unable to do so, we will be constrained to cancel the order. Please stay in touch and advise the progress in shipping the order.

Raj Desai

Dy. Managing Director

1. **Internet and e-mail:**

Internet is an international computer network that links computers from sectors such as government agencies, business houses, educational institutions and individuals. It receives information, stores it and allows it to be read on satisfying certain conditions.

Internet Service Providers (ISPs) allow one to create the e-mail ID free, hoping to recover the cost through the ads to which the user is exposed during the use of email. A typical email address reads [**abcdef@xyz.com**](mailto:abcdef@xyz.com). Some other ISPs are bsnl, yahoo, hotmail, and Gmail.

Note the use of only lower case (small) alphabets email in IDs.

Every time the user wants to send messages or check the incoming mail, he can reach his ID by typing a password which makes the mail account private. However, once you have submitted to the mechanism of email you do not know who might read this “private” information far away. As such email does not guarantee 100% secrecy.

**Advantages:**

(a) Email is by far the cheapest and fastest means of sending printed information (verbal as well as non-verbal). At one click of the button, hundreds of pages of information can be sent to hundreds of email addresses worldwide (to be noted by receivers upon checking the incoming mail or inbox).

(b) No paper is required. Messages can be created directly on the computer, and added on from different computer files, CDs, floppies, etc.

(c) This facility is now available in many regional languages of India.

(d) It is informal and allows the sender to remain anonymous (since he can use any name as his email ID. For instance J.K. Singh can use udankhatola as his email name).

(e) Organizations and publishing houses take cognizance of messages coming via email. Newspapers and magazines print letters that come via email.

(f) As long as you carry your password with you, you can open your email account on any computer in the world which has this facility. You remain unencumbered even with a mobile handset. You can just enter an internet cafe, pay the rent and use the email. Email is extraordinarily portable.

(g) You can have an address book in your email account, record the incoming mails, and edit them and so on.

(h) When you reply to an email message, the sender’s message is automatically sent back to him for ready reference.

(i) As human need and imagination guide, more innovations are possible.

(j) Email can enable an ongoing electronic conference. People across the world can “meet” on internet and confer on a topic of common interest.

(k) The receiver need not respond at once as on the telephone but can take his time. Emailing helps to avoid a direct interface.

(l) In an organisation, a subordinate may quickly and directly reach a superior on email. Email makes an organisation more democratic (as individuals have more chance of being heard by the proper person even if he is several levels higher).

**Disadvantage:**

(i) Email, because of the potential anonymity, remains an informal channel of communication.

(ii) Excess use and flooding of unwanted messages (especially from advertisers) is a major drawback of this system. Unless one takes care to block unwanted ads, one finds one’s inbox full of offers which maybe doubtful and insincere. Wading through chunks of email is one of the biggest problems for those who depend on email for their communication needs.

(iii) One may not be private while using the computer for emailing. To that extent the secrecy is lost.

(iv) In case the receiver is unable to open his email account as soon as a message is received, the message cannot work for him.

Guidelines for the use of email:

**Email is a new and peculiar means of communication, bringing in its own conventions:**

(1) Your email message may be read by more persons than intended. So you have to take care.

(2) At email message must have all the elements of good composition such as brevity, clarity, courtesy.

(3) You may use the spell-check mechanism of the computer to ensure correct spelling.

(4) The email format on the computer provides for sending and mentioning cc (carbon copy) and subject line. These may be written for the receiver’s convenience.

(5) If a single email contains messages for various sections of an organisation, they may be separated at the composing stage.

(6) You should not use all capitals in writing a message as this looks awkward and rude.

(7) When responding to a message, only the essential part of it may be quoted and the rest deleted.

(8) You may create the message in a different programme (such as WordPad or notepad) and transfer it to your email.

(9) If you proofread on the computer screen, be extra careful.

It may be noted that the date and time of transmitting the message and the sender’s email ID are automatically conveyed on email. Still it is customary to write your email address in the body of the email message.

Email ID is given in the body of the message especially when you invite a response at a different ID. If there is a time lag between composing a message and sending it, for whatever reason, then the date of composing may be written.

1. **Videoconferencing and Teleconferencing**:

This mode of communication begins in teleconferencing. A number of telephones are simultaneously connected to one another. Teleconferencing is a facility enabling people in different parts of the world to have an audio meeting (as opposed to dialogue), saving on transit time and hotel stay. It helps in thrashing out a variety of opinions on a subject to reach a faster conclusion.

A further advance in this technology is computer teleconferencing. The participants can react to the messages and inputs for the others’ knowledge. They may not even be present simultaneously for the computer teleconference but add their contribution at their convenience.

Videoconferencing, however, is the closest it gets to seeing and hearing one another without being present together. The technologies used in a videoconference are: monitor screen, camera, microphone, codec

(compressor-decompress or), equipment control pad at each location, and internet connectivity. With the passage of time, this is becoming more popular and easier to use. You often see it in TV interviews.

You often see it in TV interviews. For a videoconference, the participants get into a special room at their respective locations, equipped with the gadgetry. They can see, hear, speak to others and show exhibits without physical presence together.

The entire proceedings can be recorded on video tapes. As someone has jocularly put it, except for the snacks and coffee, everything else is transmissible in a videoconference. At present, the privilege of the richer business houses, videoconferences are set to gain wider popularity.

Video classrooms are another possibility in this field, where an expert faculty member may teach a number of classes in a number of towns simultaneously and answer the participants’ queries.

**Unit 3**

1. **Presentation skill:**

Business is all about selling -- a product, topic or concept. When making a business presentation, the most important thing is to know your material. If you do not know everything about what you are selling, it is not likely that the audience will be buying.

Presentation is the practice of showing and explaining the content of a topic to an audience. Presentations come in nearly as many forms as there are life situations. In the business world, there are sales presentations, informational and motivational presentations, first encounters, interviews, briefings, status reports, image-building, and training sessions. Presentations skills and public speaking skills are very useful in many aspects of work and life. Developing the confidence and capability to give good presentations, and to stand up in front of an audience and speak well, are also extremely helpful competencies for self-development too. Presentations and public speaking skills are not limited to certain special people - anyone can give a good presentation, or perform public speaking to a professional and impressive standard. Like most things, it simply takes a little preparation and practice.

The formats and purposes of presentations can be very different, for example: oral, multimedia (using various media - visuals, audio, etc.), PowerPoint presentations, long planned presentations, educational or training sessions, lectures, and simply giving a talk on a subject to a group on a voluntary basis for pleasure. Even speeches at weddings and eulogies at funerals are types of presentations. They are certainly a type of public speaking, and are no less stressful to some people for being out of a work situation.

Yet every successful presentation uses broadly the essential techniques and structures explained here. Aside from presentations techniques, confidence, experience - and preparation - are big factors.

**Characteristics of a good presentation**

**1. Easy to Understand** – This simply means the content that is being displayed on the screen or in a handout is in simple vocabulary and laid out in a way that makes sense to virtually any casual observer. The easier the presentation is to understand, the greater the chance of the recommendations being acted upon at the end of the presentation.

**2. Logical Flow** – The [presentation](http://www.brighthubeducation.com/study-and-learning-tips/46133-oral-presentation-tips/) should work in a sequential approach, with each section logically leading into the next section. This attribute works hand-in-hand with being easy to understand. When a presentation is laid-out in a way that is easy to follow, it is much more effective for everyone. You’ll have fewer unnecessary questions to answer. Confusing information requiring questions from the audience only impedes your presentation's success.

**3. Concise** – Use as few words and slides (if using PowerPoint or similar software) as possible. Err on the side of a shorter presentation. This technique forces you to remove extraneous items from your presentation and encourages you to be efficient. Too much information gets confusing and boring, and will generally cause

anxiety among the audience. They will start searching for other things to do mentally and physically, such as daydreaming or checking e-mails on their smart phones.

**4. Powerful Opening** – A powerful opening capture's your listener's attention and sets the stage for the rest of the presentation. However, if you perform poorly, you may lose the audience immediately. With an opening that is thought-provoking and interesting, the audience will be anticipating the remainder of your presentation. Be sure the supporting part of your presentation is at the same high-quality level.

**5. Visually Appealing** – Being [visually appealing](http://www.brighthub.com/computing/windows-platform/articles/78590.aspx)helps keep the interest of the audience, and pictures, short videos, colors, and graphics all play an important role. The constant movement of new and different images and colors keeps the audience focused on the screen, thereby increasing their attention span and interest levels.

**6. Summary** – Make sure you summarize the presentation. It’s a way to be sure the audience hears the key points again, but this time, they will hear them all lumped together, one after the other. The summary can be a powerful reminder for the audience and is a key attribute of an effective business presentation. While you are presenting the summary, watch the reactions of the audience closely. It’s a good way to gauge their feelings at that moment and to determine whether they are in synch with you or not.

**7. Recommendation**s – After you summarize, outline what you would like the audience to do. This will act as your close to the presentation. This phase should logically follow the summary and lead the audience into your suggested action steps. If you were captivating during your summary portion, the acceptance of your recommendations will be easier for your listeners to digest.

**8. Action Steps** – As part of your recommendation, provide action steps that support your suggestions. For example, if you are suggesting that there be a 90-day test of your products and services, outline exactly what needs to happen to make this work. Don’t expect the prospect to know what to do and what action to take. Make it easy for them. Have the action items in place and gain the prospect’s agreement. The action steps are a natural part of your recommendations and should flow quite easily.

**9. Strong Verbal Skills** – This is a “soft" skill that takes some practice to get just right. Voice intensity, rate of speech, and voice inflection, are all important in sending a strong verbal message. This message should be aligned with the visual part of your presentation. Choose your words and vocabulary very carefully. If the topic is something you are very knowledgeable about, then you can concentrate on sending the appropriate voice energy and intensity.

**10. Visible Confidence** - Your posture, movement, gestures, and eye contact will all send a clear message to the audience. . . are you confident and worth listening too, or not? Your visible confidence could make or break the presentation. With a strong voice and a confident looking demeanor, you can overcome many obstacles in a presentation. Make sure your confidence is displayed right from the beginning of the presentation and continues until you have made your recommendations. You can’t expect an audience to make a confident decision about you and your recommendations unless they can see that same level of confidence throughout the presentation.

**Audio Visual Aids:**

**Audio Visual Aids Definition**

According to Burton. These are sensory objectives and images which stimulate and emphasis on learning process. Carter V. Good. It is a trainable (motivation, classification and stimulation) process of learning.

Audio Visual Aids are also called instructional material. Audio literally means “hearing” and “visual” means that which is found by seeing. So, all such aids, which endeavor to make the knowledge clear to us through our sense are called “Audio Visual Aids” or Instructional Material. All these learning materials make the learning situations as real as possible and give us firsthand knowledge through the organs of hearing and seeing.

Therefore, any device which can be used to make the learning experience more concrete and effective, more realistic and dynamic can be considered audio visual material.

We learn through our sense organs. Senses are the ways of knowledge. All the sense organs help us in understanding the environment. Most of the knowledge, which we acquire from the school, comes through our ears and eyes.

**Audio Aids** examples are Radio, Tape-recorder, Gramophone, Linguaphone, Audio cassette player, Language laboratory

**Visual Aids** examples are Chart, Black and while board, Maps, Pictures, Models, Text-books, Slide projector, Transparency, Flash-cards, Print materials, LCD project, Film projector, TV, Computer, VCD player, Virtual Classroom, Multimedia etc.

**Characteristics**

Relevancy

Useful and purposeful teaching

Accuracy

Interest

Minimize verbalism

Comprehensibility

Motivation

Realism

**Qualities of Good speech in Presentation.**

***What is Speech Communication***? Speech is an important medium of oral communication by which message is sent to the audience orally from the speaker. A *speech* is a public speaking delivered by a speaker on some occasions. It is a formal talking before a large number of people but is can be informal also.

Industrialists and businessmen are to speak in different conference or seminars or in some public gatherings. With the increasing awareness of the value of public relation in business, most of the companies encourage their executives to attend public functions and to appear before the public and to accept invitations to be the chief guest or speaker at meetings. A salesman also has to make hundreds of mini speeches is inevitable in business.

**What is Speech Communication**

# According to Oxford Dictionary, “A speech is a formal talk that a person gives to an audience.”

So, we can define speech as a formal or informal talking or speaking delivered by a person in front of a gathering. Some speech is unstructured and flexible and some are highly structured and strict or rigid. It is a public speaking. –**Business Communication**

[](http://bizcommunicationcoach.com/wp-content/uploads/2015/09/What-is-Speech-Communication.jpg)

**Characteristics or Qualities of a Good Speech**

Speech is one of the major medium of [oral communication](http://bizcommunicationcoach.com/what-is-oral-communication-in-business-definition-meaning/). We find different speeches in different situations but good speeches are not always found. **A good speech** is really enjoyable and informative. But it is very tough to deliver a speech that can enthrall the audience. A good speech has following characteristics or qualities-

* **Dynamic**: Dynamism is an important quality of a good speech. There must e variation in style, tone, voice, approach depending on the situation and timing otherwise audience will lose their attention and will suffer form monotonous presentation.
* **Informal Talk**: Speech should be like an informal talk. A good speech is closer to a personal and informal chat between two intimate friends. When you speak there should be a perfect rapport between you and your audience.
* **Clear**: Clarity is the first major characteristic of a good speech. A speech must be successful in conveying the (message) ideas or emotions, facts or arguments to the audience that the speaker wants to express. If the audience does not instantly grasp your point, you have failed as a speaker.
* **Vivid and Concrete**: A good speech is vivid and concrete in nature. Include facts in a concrete and comprehensive way. No irrelevant or in comprehensive mater should be included in a speech. For example, the population of India is growing at an accelerating rate of 2.3% is a vivid statement.
* **Brevity**: Brevity is an important characteristic of a god speech. Speech should be shorter and concrete but comprehensive. The concentration of average audience does not last more than fifteen to twenty minutes. So, it is better to wrap up your speech within five to twenty minutes.
* **Interesting**: A good speech is always interesting. Quotations, anecdotes and humors make a speech vivid and interesting. An interesting speech always wins the attention of the audience.
* **Audience Oriented**: A good speech is always audience oriented. The speaker must deliver the speech in such a way as desired by the audience. The speaker should consider the age, education, social and economic condition, number etc. of audience to prepare his speech accordingly.
* **Free From Error**: A good speech is always free from error. Error in speech can make the audience confused and loose the personality of the speaker.
* **Authentic**: The facts and figure presented in a speech must be authentic and true. False statement or information misleads the audience and hamper the acceptability of speech.
* **Well Organized**: A good speech is always well organized and well arranged. The pats or points of a speech should be organized in logical sequence to attract and retain h attention of the audience.

Beside the above-mentioned criteria, **a good speech** also has some other criteria like visual presentation, timely presentation and result oriented and so on. A speaker should consider these qualities of a speech before presenting something on the dais.

# Interviews Skills:

# Meaning of interview:

The word interview comes from Latin and middle French words meaning to “see between’ or “see each other”. Generally, an interview means a private meeting between people when questions are asked and answered. The person who answers the questions of an interview is called in the interviewer. The person who asks the questions of our interview is called an interviewer. It suggests a meeting between two persons for the purpose of getting a view of each other or for knowing each other. When we normally think of an interview, we think a setting in which an employer tries to size up an applicant for a job.So, an interview is formal meetings between two people (the interviewer and the interviewee) where questions are asked by the interviewer to obtain information, qualities, attitudes, wishes etc. Form the interviewee.

**Types of interviews**

There are many types of interviews that an organization can arrange. It depends on the objectives of taking the interview. Some important types of interviews are stated below:

1. **Personal interviews**: Personal interviews include:
   * Selection of the employees
   * Promotion of the employees
   * Retirement and resignation of the employees

Of course, this type of interview is designed to obtain information through discussion and observation about how well the interviewer will perform on the job.

1. * **Evaluation interviews**: The interviews which take place annually to review the progress of the interviewee are called the evaluation interviews. Naturally, it is occurring between superiors and

subordinates. The main objective of this interview is to find out the strengths and weaknesses of the employees.

1. **Persuasive interviews**: This type of interview is designed to sell someone a product or an idea. When a sales representative talk with a target buyer, persuasion takes the form of convincing the target that the product or idea meets a need.
2. **Structured interviews**: Structured interviews tend to follow formal procedures; the interviewer follows a predetermined agenda or questions.
3. **Unstructured interviews**: When the interview does not follow the formal rules or procedures. It is called an unstructured ***interview***. The discussion will probably be free-flowing and may shift rapidly form on subject to another depending on the interests of the interviewee and the interviewer.
4. **Counseling interviews**: This may be held to find out what has been troubling the workers and why someone has not been working.
5. **Disciplinary interviews**: Disciplinary interviews are occurring when an employee has been accused of breaching the organization’s rules and procedures.
6. **Stress interviews**: It is designed to place the interviewee in a stress situation in order to observe the interviewee’s reaction.
7. **Public interviews**: These include political parties’ radio-television and newspaper.
8. **Informal or conversational interview**: In the conversational interview, no predetermined questions are asked, in order to remain as open and adaptable a possible to the interviewee’s nature and priorities; during the interview the interviewer “goes with the flow”.
9. **General interview guide approach**: The guide approach is intended to ensure that the same general areas of information are collected from each interviewee this provides more focus than the conversational approach but still allows a degree of freedom and adaptability in getting the information from the interviewee.
10. **Standardized or open-ended interview**: Here the same open-ended questions are asked to all interviewees; this approach facilitates faster interviews that can be more easily analyzed and compared.
11. **Closed or fixed-response interview**: It is an interview where all interviewers ask the same questions and asked to choose answers from among the same set of alternatives. This format is useful for those not practiced in interviewing.

**Conditions of the success of an interview**: The responsibility for the failure in interview lies both with the interviewer and the interviewee. For acquiring a positive result the following conditions should be followed:

1. The interviewer should not form an overall opinion about the candidate on the basis of a single aspect of his personality.
2. The interviewer should keep aside his bias and be scientific in his approach.
3. The interviewer should not judge a candidate’s mental capability and his character on the basis of such factors as his personal appearance, date of birth, lines on the palm of his hand etc.
4. The interviewer must vary the nature of his questions and the tone of his voice to suit individual candidate.
5. The interviewer should try to judge the candidate afresh and not go by what is former employer has to say about him.
6. The interviewer should not be cold and unfriendly. He should not try to unnerve the candidste by putting on airs of superiority.
7. The interviewers must observe non-verbal clues like gestures, facial expressions, voice changes, hesitation etc.
8. The interviewer should prepare his questions really well.
9. The candidate should also come well prepared. He may be quite competent, but if does not come well prepared, he will cut a sorry figure and not get the job.
10. The candidate must not try to anticipate the needs and preferences of the interviewer and respond accordingly.
11. The human element should not be allowed to intrude into the interview.
12. Neither the interviewer nor the candidate should be discourteous or rude forwards each other.
13. Neither of them should try to dominate the interview.
14. Neither of them should try to interrupt the other during his talk.

**Suggestions to interviewer for ensure successful interview or, functions of an interviewer or, how to conduct the interview effectively?**

A job interview is the first part of hiring and keeping good workers. Asking the right questions makes you as a manager more likely to select the best candidate for the job. Competition abounds for skilled and talented workers. It must be able to distinguish between people who want the job and the perfect candidate for the job.

Despite the economic volatility of the past few years, conducting a **successful interview** can help you secure the best candidates for the job. The following tips may help you with the screening process:  
**A. Before the interview**:

1. **Aim or Goal**: He should think about the purpose of the interview and determine what he hopes to achieve.
2. **Necessary information**: The interviewer should familiarize himself with the relevant information such as job application, curriculum vitae, job description, job specification etc.
3. **Setting time and place**: The interviewer should choose a suitable place and time for taking interview. The room should be well decorated and the right size.
4. **Structure**: He should draw up a [**list of interview questions**](https://thebusinesscommunication.com/a-set-of-questions-for-the-interviews/) for discussion so that he can discuss things in a logical order.
5. **Meeting among members**: Before taking interview the members of the interview board should discuss themselves about the interview.

**B. During the interview**:

**1. Use proper tone**: The interviewer should use proper tone at the time interview. A friendly tone may put the applicant at ease.

1. **Undivided attention**: The interviewer should give the interviewee his undivided attention. He can use appropriate gestures to show that he has a genuine interest in what the interviewee is saying.
2. **Manage time**: Do your best to stick with the schedule set aside for the meeting. However, you should be prepared to jump straight to the conclusion questions if the candidate is not qualified. There is no point wasting either of your time if the candidate is not qualified. There is no point wasting either of your time if the candidate is not a good match for the job.
3. **Write it down**: No matter what you think, you will not remember everything that is said during an interview. Take notes so that your memory will be triggered when it’s time to review the meeting. The more people you interview for the position, the more important note-taking becomes.
4. **Sum up the interview**: He should sum up the interview by stating any action he is going to take or anything expected of the interviewee after the meeting

### **The Importance of Body Language During an Interview**

What you say during a job interview is obviously important, and most candidates spend a lot of time preparing good answers for common interview questions. But what you say in an interview out loud is only part of what the interviewer bases his or her decision on. The way an interviewer perceives your body language can make the difference between receiving a lucrative job offer or filling out yet more job applications.

Here are some tips to help you send the right message with your body language during a job interview:

**Watch Your Body Language**

The term “body language” includes just about any manner, gesture, or posture that conveys meaning to the observer. Body language is especially meaningful in an interview as your interviewer will be paying as much attention to nonverbal cues as to what you have to say. You want to avoid nervous or bored body language like repeatedly crossing and uncrossing your legs or arms, fiddling with your hair or clothes, continually touching

your face, scratching your head. Particularly avoid anything your interviewer might find annoying, like playing with a button or pen. Constant or bold gesturing is also to be avoided. Since some of these mannerisms are often triggered by nervousness, solid interview preparation and rehearsal may help you to feel more relaxed. On the other hand, some body language shows you’re engaged in the interview. Some positive examples of body language in an interview include leaning forward slightly to show your enthusiasm and nodding whenever is appropriate, particularly when your interviewer is making an important point.

**Shake hands the proper way**

One of the first things you’ll probably do in an interview is shake hands with your interviewer. The handshake is a simple symbol of introduction, a polite way to acknowledge the other person. But it can also be an unspoken gauge of personality. Hiring managers say that while a limp or unenthusiastic handshake won’t necessarily destroy an interview, it can cause one to start off on a bad note. The same goes for a sweaty palm. To alleviate the latter problem, keep your hands open, not balled into fists, prior to your interview. This will reduce perspiration. Put a handkerchief or a few tissues in your pocket, just in case. Also, remember that while a limp handshake is bad, a bone-breaking handshake isn’t much better. Clasp your interviewer’s hand firmly and confidently, but don’t overdo it.

**Maintain Eye Contact**

A lack of eye contact during an interview can lead your interviewer to think that you’re shy, disinterested, or dishonest. For some technical positions, especially for programmers, there’s a stereotype that people are shy and awkward around others. Being able to comfortably maintain eye contact helps you to go against that stereotype. However, shifting your eyes to and from the interviewer’s face can also send the wrong message. It’s no wonder “shifty-eyed” is a term used to describe a character who is deceitful or insincere. While you don’t want to stare at your interviewer to the point of making him or her uncomfortable, do maintain eye contact as much as seems appropriate. If you are speaking to more than one interviewer, you can shift your gaze between them, but be sure to look each interviewer in the eye for at least a couple of seconds. Direct your answers to all of the people in the room.

**Smile When You Mean It**

Smiling, the universal sign of happiness, is a great way to convince your interviewer that you’re genuinely pleased to be there. On the other hand, an oversized or artificial grin used too often during the interview will lead to the opposite result. Your interviewer will know you’re forcing yourself to act a certain way.

According to Discover Magazine, when a person is sincerely amused, a part of the brain called the basal ganglia is activated, leading to the unconscious contracting of certain facial muscles. A forced smile, however, uses a different group of muscles, which is why it’s generally easy to recognize a person who is legitimately pleased versus one who is only pretending to be.

During an interview, be sure to smile-but only when you mean it. It’s infinitely better to smile occasionally but earnestly than to smirk constantly for no reason at all.

**Be Mindful Of Personal Space**

Individual cultures and even individual people have different interpretations of what constitutes an appropriate amount of personal space. While one person might feel at ease speaking only inches from someone’s face, another person might need several feet of separation. When facing your interviewer, be mindful of how close you stand or sit. Try to maintain a distance of about three feet. Communicating at a closer range may cause your interviewer to feel uncomfortable. On the other hand, sitting or standing too far away is also impolite. When appropriate, mimic your interviewer’s body language cues.

# How Important Is Attitude in a Job Interview?

Sometimes the first impression is the most important part of a job interview. Starting a job interview with the wrong demeanor can sabotage the process before it begins. Exhibiting a positive, confident attitude can be just as important -- and perhaps more important -- than work experience.

## **Confidence**

Stepping into an interview can often engender nervousness and a bit of intimidation. This can set the stage for a poor interview. Walk into your interview feeling confident and upbeat. A recruiter is more likely to hire a candidate who begins the interview with a strong handshake and warm smile than one who fidgets due to nervousness. If you are nervous, take a few slow, deep breaths before the interview to try to relax.

## **Openness**

Most recruiters are interested in determining whether you are the best fit for a position. They are prepared to ask you a series of questions that will determine whether you have the skills, talents and abilities to perform the work duties of the job they have to fill. Be willing to answer any questions that an interviewer offers you. A willingness to accommodate the situation at hand will go a long way to pleasing the recruiter and possibly being hired.

## **Relaxed Attitude**

The best candidates are those who go into an interview with a relaxed and upbeat attitude. Recruiters are not looking for candidates who have all the answers; they want to hire employees who are good problem solvers

and are ready to try new ideas. If you have a solid work history, smile a lot, can laugh and can easily handle a tough problem by working through it with a well-defined strategy, then you will go a long way toward winning over a recruiter.

## **Overcoming Challenges**

Whether you have been laid off from a job or experienced a long period of unemployment, do not emphasize the negative aspects of these parts of your employment history. Talk about the ways that you worked through these situations to your advantage and created positive opportunities from them. Watch your posture and body language. Tall, good posture indicates a confident person who is self-assured, so sit up and speak well about your ability to do the job

### Questions for the interviews:

* **Question about the job and organization**:
  + Why do you choose the organization?
  + Can you work independently?
  + Would you work overtime if necessary?
  + When could you start work?
* **Questions about ambitions**:
  + Why did you take up this career?
  + What do you look for in your job?
  + Would you like to enter management?
  + Will you be able to work in this job for 5 years?
* **Questions about hobbies and interests**:
  + What do you do in your leisure time?
  + How long have you been interested in this hobby?
  + Are you attending any part-time job at present?
  + Is there any course you wish to attend?
  + What are your greatest strengths and weaknesses?
* **Situation question**:
  + You have an urgent piece of business after work but your employer asks to stay late. What will you do?
  + What would you do? If you realize that your employer has left for an overseas business leaving some important documents.
  + Entering into your room, you found your desk broken. What will you do? Etc

**Unit 4**

* + 1. **Complaint Letters**

In order to get your problem resolved, put your complaint in writing! A respectful, yet firm, complaint letter may help you accomplish what you want. Complaint letters can be a very effective way of making your voice heard.

**How to write a complaint letter:**

Keep in mind that most errors are unintentional, and realize that most businesses and organizations want to address and clear up complaints quickly in order to have satisfied customers or members.

Be brief. Keep your letter to one page, and write short paragraphs, rather than long ones.

Be honest and straightforward, and include sufficient detail to back up your claim and to show that you have thoroughly researched the subject. However, omit irrelevant details. Keep your letter concise and professional.

Maintain a firm but respectful tone, and avoid aggressive, accusing language.

Send only photocopies of receipts and other documents, and retain all originals. Keep a copy of the letter for your records.

In many cases, you can increase the effectiveness of your letter by getting several others to sign it with you. This is particularly the case when trying to influence or change legislation, denouncing material from the media, and so forth.

If a company has repeatedly given you bad service and refuses to correct the situation and you feel that your only recourse is to pursue legal action, voice your feelings in a tactful but firm way. However, don't threaten legal action unless you are willing to follow through with it.

If your letter focuses on a single individual, avoid making generalizations about the company or organization.

If you need to make a complaint to or about people that you will still have contact with on a regular basis, your letter needs to accomplish its purpose without destroying the relationship. Use tact, and be direct, but respectful.

Include your contact information (name, address, phone number, and e-mail address), if desired, so that the person(s) can reach you to discuss any questions or concerns.

If a first letter does not bring action, assume a stronger but still respectful tone in the next one. If two or three letters do not resolve the problem, send one to the president or CEO of the company or entity. In each case, be firm but polite.

**Effective complaints letters should be**: concise, authoritative, factual, constructive, and friendly. Concise letters can be understood quickly. Authoritative letters - letters that are well written and professionally presented - have more credibility and are taken seriously. Factual letters enable the reader to see immediately the relevant details, dates, requirements, etc., and to justify action to resolve the complaint. Constructive letters - with positive statements, suggesting positive actions - encourage action and quicker decisions. Friendly letters - with a considerate, cooperative and complimentary tone - are prioritised because the reader warms to the writer and wants to help.

With a well-written complaint letter you can:

Clearly make your complaint to the person(s) involved.

State plainly and directly your reason(s) for making the complaint.

Indicate what the reader can or should do to address your complaint, and specify how long you are willing to wait to have your complaint resolved. (Be reasonable.)

Communicate clearly, but respectfully, that you are dissatisfied with the service you have received.

Explain why your suggestion or request for retribution should be granted.

**Sample 1**

206C Park Lane

Austin, Texas 78705

11 February 19XX

Director of Consumer Relations

American Airways

Mail Drop 4F13

P.O. Box 56989

DFW Airport

Dallas, Texas 75441-4545

Dear Director,

I am writing you concerning a round-trip flight from Austin, Texas, to Detroit, Michigan, I made on December 10, 19XX. Travel demands have made me a consistent patron of American for the past six years. In that time, service on your airlines has always been good to excellent. But an interruption in service on the flight mentioned above has prompted my request for a 50 percent reduction in airfare on my next flight.

Here is what happened on December 10. While changing planes during the return trip at DFW Airport, I was informed that our flight would be delayed. After two hours’ delay, we boarded the plane we had just left in order to meet our Chicago connection in Dallas. After take-off from DFW, our pilot casually informed us that we should be impressed by the fact that the Dallas Cowboys football team had just left our seats. This was the only explanation of our inconvenience.

I believe that this re-routing was done purely for promotional gain and was in no way mechanically or technically necessary. As a loyal patron of American Airlines, at least until this point, I have every confidence that the compensation I request above will be provided, considering the high standard of service and consideration your company has demonstrated toward its customers in the past.

Sincerely,

Scott Woodrow

encl.: copy of ticket

Green Tree Freight Co., Inc.

Columbus, Ohio 45453

(315) 565-6789

March 29, 19XX

**Sample 2**

0000 McDougal Rd, #123 Del Valle, TX 78000 February 12, 1994

Magnon Computer Systems, Inc. P.O. Box 3919 El Camino, AZ 80006

Dear Gentlemen,

This letter is in reference to my purchase of a Magnon JX-200 inkjet printer from Best Price #104 in Austin, Texas on November 11, 1993. Specifically, I am writing about your company's rejection of my request for a rebate as advertised for JX-200 printer.

I originally paid $269.97 (excluding tax) for the Magnon JX-200 inkjet printer and have since been waiting for the promised $30 Magnon rebate which was advertised by your company. I just received your letter and was surprised to find you had rejected my rebate claim. I believed I had made it clear as to the reason why I could not provide you with all of the material requested on the rebate coupon, particularly the serial number label from the shipping box, in the original letter (January 15) I sent you with the claim.

Once again, let me emphasize that there were no coupons available at the time when I purchased the BJ-200. Even after repeated visits to Best Price, I did not receive coupons until three weeks later. Unfortunately I had already disposed of the shipping box and consequently the serial number label attached to it and was unable to provide it as requested by the rebate instructions.

This was the reason that I sent a photocopy of the purchase receipt in the original letter even though it was not required. I am now including the original letter with the photocopy of the purchase receipt and a photocopy of the serial number located at the rear of the printer.

Although I am quite happy with the printer, I am very concerned about the problems I am having with this rebate. Especially disturbing is the fact that you stamped MUST BE RESUBMITTED AND POSTMARKED BY JANUARY 31, 1994 on the letter you sent me while the envelope (photocopy included) clearly shows that it was not mailed until February 4, 1994.

In the interest of fair play and in keeping a future customer satisfied, I hope there will be no further delays in resolving this problem. I expect to receive the rebate within the month and thank you for your prompt attention to this matter.

Sincerely,

Maria S. Alguien

Encl.: Copies of original letter, sales receipt, serial number

# Adjustment Letter

# A letter written in response to the complaint of the customer is called an ****adjustment letter****. It is written when seller or delivery authorities write back to the customer in regard to their complaint. The official in format, it is used to explain what is the nature and urgency of the customer’s complaint and how it can be resolved by the company. The letter informs the customer whether his/her complaint has been accepted or been rejected, also the refund amount he/she is eligible for and how to obtain it. These letters deal with all kinds of complaints such as defective goods, service being poor, shipment issues, and product undelivered or not delivered on time etc. These letters are known as adjustment letters because their main purpose is to resolve a conflict between customer and seller.

## **How to write an adjustment letter?**

There are many points to be taken into consideration while writing an adjustment letter.

1. **Organize material** – all the previous correspondence between client and seller, his complaint copy, company policies regarding the complaint featured, any other relevant document etc. should be first obtained and organized by the writer.
2. **Admittance of mistake** – if your company is at fault immediately accept the mistake and proceed to rectify the mistake. The customer demands if rational should be completed.
3. **Positive reply** – sympathize with your client, listen to his/her woes and maintain a positive tone and attitude towards the client to ensure satisfaction of the customer.
4. **Diplomacy** – when the client is not right, and his demands are not justifiable, then the sellers need to be diplomatic so that even after refusal your client remains satisfied. Explain the policy of the company and terms in layman language so the customer can easily understand your terms and conditions. Talk politely and don’t refuse bluntly or rudely.
5. **Politeness** – Politeness as a virtue is encouraged by all the customer care services. Even when your client is at fault, you need to satisfy him while also maintaining your stance. In this respect, politeness comes in handy. A polite reply goes a long way in promoting company’s reputation and name.
6. **Letter Head** – Adjustment letters and claim letters should be officially endorsed by the company such that they should have letterhead on top.
7. **Proofreading** – Always proofread the letter, so save your company embarrassment in front of the client. Facts should be checked and correlated with the system properly.

**Format of an adjustment letter:**

Adjustment letter mostly written in [formal business letter format](https://www.doctemplates.net/6-samples-of-business-letter-format/). The real focus is placed on where to place dates, headers, and letterheads. Otherwise, the letter is basic in writing style. Here is one of the formats –

**// header part**

Name of the sender

Sender’s Address

(This header can be placed either left or right)

Date

(Can be positioned either left or right, even at the center)

Recipient’s Name

Recipient’s Address

**//Body Part**

Subject or Reference

Salutation (Dear Valued Customer)

**First Paragraph**

(It should contain an acknowledgment of the complaint and apology on behalf of the seller to the customer. You can also sympathize with the client for the inconvenience caused to the client)

**Second Paragraph**

(It consists of details of the goods and services provided to the customer by the seller)

**Third Paragraph**

(Final paragraph is rectification of the complaint of the customer)

( Letter should end with a complimentary close)

Subscription – Thanking You, Yours sincerely

Signature

Full Name

Enclosure (if any documents attached, it must be specified too)

## Sample of an adjustment letter

Richard Brooke  
8th End Street, London  
17th January 2018  
Centerville Bicycle Corporation  
London

**Ref** – Complaint dated 15th January 2018

Dear Richard

This is in reference to your complaint dated 15th January 2018. We are very sorry that a broken bicycle had been delivered to your address. We take these things very sincerely and can sympathize with you for the inconvenience caused to you due to us.

In the meantime, we would like to replace your bicycle with a brand new bicycle of the same brand with no shipping costs to you. Our delivery boy will come and collect the defective product and deliver the brand new bicycle. Also, we would like to gift you a $100 gift card which can be used in any store, for the inconvenience caused to you due to us. We hope that you will continue shopping with us.

Thanking You

Yours sincerely  
Joe Mendes  
PFA – Rs.500 Gift Voucher, it can be used anywhere.

**Sample 2**

Marketing Manger  
Bexi-Clothes Corner  
South Plaza,  
Dhaka-1215.

**Ref: Your complaint regarding [product]**

Dear Sir,

We thank you for your letter of [Date] along with/ sample of cloth for examination.

The report that we have received just today shows that the consignment forwarded to you was the wrong one full of defective clothes. It was a mistake because of our dispatch section and we regret this mistake which has caused you both embarrassment and inconvenience. We have already sent the replacement by passenger train. You can be sure of the quality of cloth now sent.

You can, of course, return the clothes to us and debit our account for the loss caused to you. We again regret the inconvenience to you and assure you that such mistakes will be avoided in future.

Yours faithfully

XYXZ  
Sales Manager

* + 1. **Collection Letter**

A [collection](https://ecollect.org/wiki/bad-debt-collection/) letter (also known as dunning letter) is a notification sent in writing, informing a consumer of his past due payments. [Debt](https://ecollect.org/wiki/debt/) [collection](https://ecollect.org/faq/past-due-payments/) letters’ function is to remind the debtor of his delinquent payment owed to a creditor. As sometimes delayed payments can derive from the reason that the same payments have been forgotten, a [debt](https://ecollect.org/wiki/debt-management/) recovery letter is an appropriate method for early [debt recovery](https://ecollect.org/wiki/debt-recovery/), as it is cost effective and can produce positive results of default collection. Usually recovery letters are to be issued consecutively, consisting of 2-5 serial written reminders. The number of default collection letters depend on creditor’s or [DCA](https://ecollect.org/wiki/debt-collection-agency/)’s (Debt [Collection Agency](https://ecollect.org/wiki/collection-agency/)’s) policy of recovery procedures. A collection letter is to be sent, when debtor’s invoice has become past-due. Financially, this means that the consumer has fallen behind with his regular payments and owes a certain amount to the lender.

**General characteristics of collection letters**

Each collection letter has to consist of the name of the original creditor and his company, the name of the debt [collection agency](https://ecollect.org/wiki/collection-company/) (if any), representing the lender; the full debt amount; additional costs and fees (if any). If the default collection document is a final one (of demand) or letter before action, it will also consist of a last deadline for payment, after which the debtor’s case will be filed to court and small claims court procedures will follow.

Debt recovery letters are usually dispatched to the debtor by the original creditor or by a private third party organisation, widely known as a [debt recovery agency](https://ecollect.org/wiki/debt-recovery-agency/) (DRA). Such documents can also be sent by a debt buyer after the purchase of default profiles from the lender. When the debt buying process is completed, the debt purchaser becomes the official owner of the same delinquent accounts and has the legal right to prosecute fair debt recovery, including forwarding a recovery letter by post to the subject of debt. A [debt collection](https://ecollect.org/wiki/debt-collection/) letter can be sent by a debt recovery solicitor, as well. Debt lawyers are either part of a [debt recovery agency](https://ecollect.org/wiki/debt-recovery-company/), or act as private entities.

As debt collection agencies (DCAs) are regulated by different laws, so are the debt collection documents & letters. There are restrictions for such letters and their content is confined to several rules, generalising what a debt agent can include in a collection letter. In U.S. the tenor of debt text documents is in compliance with the FDCPA- Fair Debt [Collection Practices](https://ecollect.org/wiki/debt-collection-act/) Act. In UK debt recovery letters’ content is controlled by the Financial Conduct Authority, the Office of Fair Trading, the Late Payment Act Legislation, the Late Payment of Commercial Debts Regulations (for corporate defaults), etc.

## **Types of collection letters**

Debt collection letters are divided into general reminders, inquiry letters, and official collections letters. The official ones consist of demand letters (also known as appeal letters) and warning letters (before action). The standard reminders represent letters with friendly tone, notifying the consumer of his past-due payments. If the debtor settles these amounts on time, the [collection process](https://ecollect.org/wiki/debt-collection-process/) is ceased. If not, the recovery proceedings will

continue, using letters of demand and letters before action. During the process of sending the written documents, the tone becomes stricter after each recovery letter.

Late payment demand letters consist of a specific date, marked as a deadline for settling the debt monetary amount. Demand letters represent a formal notice to the person in debt (consumer) and indicates debtor’s legal obligation to clear the debt amount in full. Last collection letters before action (LBA) represent another variety of debt collection documents & letters. They can apply for both commercial and consumer debts and can be addressed to both individuals and business debtors. Such letters are the last resort before proceeding to court actions. They are also known as legal threat collections letters, which warn the indebted subject about future court actions. If the debt is not settled until the date specified in the letter, another letter will follow, informing the debtor that the debt matter issue has been handed over to legal representatives and court proceedings have begun.

If requested by the subject of debt, the debt recovery agency is obliged to send the debtor a debt validation collection letter. Debt validation is a written and official verification, which confirms the size and type of debt, also proving information that such debt exists and has to be paid to a certain first-party (creditor) marked in the default collection document.

A collections letter of settlement is another kind of debt recovery letters graph. Such letters comprise all types of written negotiation sent to the debtor. [Debt settlement](https://ecollect.org/wiki/debt-settlement/) documents offer the subject of debt more convenient payment plans. The debt can either be paid at once, using one single but smaller payment that the original debt amount; or the subject of debt can chose the option of monthly transactions to the creditor/DCA equal to the full monetary debt sum.

**Sample 1**

{Enter your business name}

{Enter your address}

{Recipient’s name}

{Recipient’s business name}

{Recipient’s address}

22 December 2019

RE: Unpaid invoice # {Enter invoice reference}

Dear {Recipient’s name}

The above invoice for ${enter amount} has recently become overdue for payment. As such, we would appreciate you making this payment as soon as possible.

If there is an error on our part and payment has been made, please contact me immediately so that the matter can be rectified.

Otherwise, if there is a problem paying this amount owing, please contact me so that an alternative arrangement for payment can be made.

Yours sincerely

{Your name}

{Your position}

**Sample 2**

{Enter your business name}

{Enter your address}

{Recipient’s name}

{Recipient’s business name}

{Recipient’s address}

22 December 2019

RE: Unpaid invoice # {Enter invoice reference}

Dear {Recipient’s name}

Stop credit notice

The above invoice for ${enter amount} remains unpaid despite our previous reminder. As such, we would appreciate you making this payment as soon as possible.

I value your business but regret that we are unable to continue supplying goods or services on credit while this amount remains unpaid.

If there was a problem with the goods or services supplied I urge you to contact me so that the matter can be addressed.

Otherwise, if there is a problem paying this amount owing I’m happy to discuss an alternative arrangement forpayment so that we can get your account back onto normal supply as soon as possible.

Yours sincerely

{Your name}

{Your position}