**Business Communication,Nov 2018**

**Ansewer Key**

**PART A**

1. The Web, or World Wide Web (W3), is basically a [system](https://www.webopedia.com/TERM/S/system.html) of [Internet](https://www.webopedia.com/TERM/I/Internet.html) [servers](https://www.webopedia.com/TERM/S/server.html) that [support](https://www.webopedia.com/TERM/S/support.html) specially [formatted](https://www.webopedia.com/TERM/F/format.html) [documents](https://www.webopedia.com/TERM/D/document.html). The documents are formatted in a markup language called [HTML](https://www.webopedia.com/TERM/H/HTML.html) (*HyperTextMarkup Language*) that supports links to other documents, as well as [graphics](https://www.webopedia.com/TERM/G/graphics.html), audio, and video [files](https://www.webopedia.com/TERM/F/file.html).
2. A written declaration certifying to a person's character, conduct, or qualifications, or to the value, excellence, etc., of a thing; a letter or written statement of recommendation.

something given or done as an expression of esteem, admiration, or gratitude.

1. SMS (short message service) is a [text messaging](https://en.wikipedia.org/wiki/Text_messaging) service component of most telephone, internet, and mobile-device systems.[[1]](https://en.wikipedia.org/wiki/SMS#cite_note-:0-1) It uses standardized [communication protocols](https://en.wikipedia.org/wiki/Communication_protocols) to enable mobile devices to exchange short text messages.
2. A press [release](https://www.collinsdictionary.com/dictionary/english/release) is a written [statement](https://www.collinsdictionary.com/dictionary/english/statement) about a [matter](https://www.collinsdictionary.com/dictionary/english/matter) of [public](https://www.collinsdictionary.com/dictionary/english/public)[interest](https://www.collinsdictionary.com/dictionary/english/interest) which is given to the press by an organization concerned with the matter.
3. Information Reporting System.It is a module in MIS which enables the sharing of data resources for better decision making
4. A management information system (MIS) is an information system used for decision-making, and for the coordination, control, analysis, and visualization of information in an organization; especially in a company.
5. A salutation is a greeting used in a letter or other written or non-written communication. Salutations can be formal or informal.
6. A power of attorney (POA) is a legal document giving one person (the agent or attorney-in-fact) the power to act for another person (the principal). The agent can have broad legal authority or limited authority to make legal decisions about the principal's property, finances or medical care.
7. The capacity to be aware of, control, and express one's emotions, and to handle interpersonal relationships judiciously and empathetically.
8. Formal legal document,which creates or confirms a right or records a fact.it can be deed,charter or record.
9. In the communication process, feedback refers to a response from the receiver which gives the communicator an idea of how the message is being received and whether it needs to be modified.
10. Para language means like language.It is manner of speech beyond words. eg: tone, quqlity of voice etc.

 Part B

13.Internet is the worlds largest computer network the network of network scattered all over the world. It is composed of larger number of smaller interconnected networks which links thousands of computers enabling them to share information

Advantages

1. Sharing information
2. Collection of information
3. Communication
4. E-Commerce
5. Services
6. Entertainment
7. Advertisement
8. News
9. Product marketing
10. Making of queries
11. Customer support and services
12. Feedback from users
13. Support to management

14. **Kinesics** is the interpretation of body motion communication such as [facial expressions](https://en.wikipedia.org/wiki/Facial_expression) and [gestures](https://en.wikipedia.org/wiki/Gesture), nonverbal behavior related to movement of any part of the body or the body as a whole.

Types

Facial expression

Gestures

Body Shape and Posture

Appearance

15. Résumé is a [brief](https://www.collinsdictionary.com/dictionary/english/brief) account of [personal](https://www.collinsdictionary.com/dictionary/english/personal) [details](https://www.collinsdictionary.com/dictionary/english/detail), [education](https://www.collinsdictionary.com/dictionary/english/education), and the [jobs](https://www.collinsdictionary.com/dictionary/english/jobs) you have had. It is often [asked](https://www.collinsdictionary.com/dictionary/english/ask) to [send](https://www.collinsdictionary.com/dictionary/english/send) a résumé when you are [applying](https://www.collinsdictionary.com/dictionary/english/apply) for a [job](https://www.collinsdictionary.com/dictionary/english/job).

Characterstics

1. Short summary
2. Prepared in different sets
3. Each set of resume to match particular situation
4. Prepared by applicants with different work experience
5. It is a tailor made statement

Contents

1. Personal details
2. Educational, additional, or professional qualification
3. Work experience
4. Special achievements
5. Skills & abilities
6. Miscellaneous facts
7. References

16. The seller contacts the buyer by direct methods like contacts through travelling salesmen and medical representatives, sending of price lists and catalogues. The buyer may write in detail to such letters enquiring about the terms and conditions for buying the product. Such an enquiry letter is called as solicited enquiry.

To make an enquiry, buyer may collect the names and address of various sellers selling the same product. When he wants further details, he can send an enquiry letter. Such an enquiry is called unsolicited enquiry.

17.Characterstics of commmunication

1. Two way process

2. on going process

Unintentional and intentional

Dynamic process

Goal oriented process

Inter disciplinary science

Facts ideas and emotions

Interaction and transaction

18. Data are raw facts or observations typically about physical phenomena or business transactions. Data that has been processed into a form that is meaning ful to the recipient and is of real or perceived value in current or prospective actions or decisions.

|  |  |
| --- | --- |
| Data | Information |
| 1. Data refers to details, facts about any event
2. Data is disorganized and disintegrated in form
3. Data is in row-form
4. Data cant be understood or made use of by others.
5. Data in its original form is not useful for decision making
6. Data is the result of routine recording of events and activities.
 | 1. Information refers to only those events which are concerned with entity.
2. It is properly arranged, classified and organized.
3. It is refined and in finished form.
4. It is understood and can be used by others.
5. It is very vital in decision making.
6. Generation of information is user- driven which is not always automatic.
 |

19. a) purpose

 b) Audience

 c) Nature

 d)Time

 e) Cost

 f) Presentation needs

20. System approach, management oriented, Management directed, integrated systems, common data flows, long term planning, common database, exception based, future oriented, need based, business driven, flexibility and ease of use, avoids redundancy in data storage, distributed fata processing, information as a resource, computerisation.

21. The informal communications is known as grapevine.

1. Morale uniting force.

2. Saves time.

3. Speedy transmission

4. Feedback value

5. Avoids misunderstanding

6. Creations of ideas.

7. Support to other channels

**PART C**

22.Advantages of mis

Decentralisation

Better planning

Control

Coordination

Decision making

Efficiency

Provides updated results

Accurate results

Minimises info overload

Core competencies

Enhances Supply chain

Quick Reflexes

**Subsystems**

Production information system

Financial information system

Marketing information system

HRD information system

23. Business reports are tools used in decisionmaking. A report carries info from one who has it to one who needs it.

Features

Precision-Very clear

Accuracy of facts-Facts must be correct

Relevance-Important factors should come first

Reader orientation-prepare from the view point of reader

Objectivity of Recommendation-Pass the recommendations impartially

Simple and unambiguous-Scientific document written in simple terms.

Clarity-It must be absolutely clear.

Brevity-briefness

Grammatical accuracy-No mistakes

24. .**Physical Barriers**

* Noise
* Improper time and distance
* Defects in the medium
* Information overload

Semantic Barriers

* Different languages
* Different meanings for same words
* Poor vocabulary
* Vague presumptions
* Inconsistent verbal and non-verbal communication.

**Organizational Barriers**

* Hierarchy in organization
* Organizational rules and regulations
* Wrong choice of channel
* Non-conduct of staff meeting
* Restrictive environment
* Insufficient period of time

**Socio-psychological barriers**

* Emotions
* Poor listening
* Poor retention
* Attitudes and opinions
* Premature evaluation
* Status-consciousness
* Goal-conflicts
* Filtering

**Cultural Barriers**

* Values
* Social relationship
* Thought processes

Overcoming barriers

* Proper training
* Medical aid and recreation to keep stress down
* Good working condition
* Correct language and words

Overcoming barriers

Proper training

Review and reorganize

Give recreation and medical ais

Allow vacatuion

Feedeback

Keep channels of communication in good working condition

Use correct language

Short and simple sentences.

Reduce misunderstaqnding

Maintain contact with subordinates

Encourage open communication

25. Positive impact of technology:

Ease of use

Record maintenance

Cost effective

Speed

Security

24 hour service

Convenient time

Messages can be sent to large number of people simultaneously.

Negative impact of technology:

Information overload

People isolationreduced time to concentrate on organizational activities

Blurring lines between business lives and personal lives.