BBM IV Semester
Business Communication-II

UNIT- I

COMMUNICATION SKILL

Meaning: The ability to convey information to another effectively and efficiently. Business managers with good verbal, non verbal and written **communication skills** help facilitate the sharing of information between people within a company for its commercial benefit.

Significance of communication skills

1. Valued in the workplace

If you are applying for jobs or looking for a promotion with your current employer, you will almost certainly need to demonstrate good communication skills. Communication skills are needed to speak appropriately with a wide variety of people whilst maintaining good eye contact, demonstrate a varied vocabulary and tailor your language to your audience, listen effectively, present your ideas appropriately, write clearly and concisely, and work well in a group. Many of these are essential business skills that employers seek.

2. In demand by businesses

Oral and written communication proficiencies are consistently ranked in the top ten desirable skills by employer surveys year after year. Employees are often encouraged to take online courses and in-person training to improve their presentation and communication skills.

3. Helps your career progression

You will need to request information, discuss problems, give instructions, work in teams, interact with colleagues and clients. If you are to achieve co-operation and effective teamwork, good human relations skills are essential. Also, as the workplace is also becoming more global, there are many factors to consider if you are to communicate well in such a diverse environment.

4. Allows you to speak concisely

It is natural to feel some nerves when speaking to superiors or to clients. Communication skills training will help you learn how best to communicate effectively in a wide range of situations, and how to be direct in order to get the most out of your dealings with others.

5. Builds better rapport with customers

Customers desire nothing more than to be understood by a company and they wish to feel like they are being heard and listened to. This is a particularly important point if your business involves a large amount of contact with customers, either face-to-face or over the phone.

6. Influences how you learn

Communication skills have played an important part of your existing knowledge and beliefs. You learn to speak in public by first having conversations, then by answering questions and then by expressing your opinions. You learn to write by first learning to read, then by writing and learning to think critically. Good communication skills help you absorb information and express your ideas in a clear, concise and meaningful way to other people.

7. Enhances your professional image

You want to make a good first impression on your friends and family, instructors, and employer. They all want you to convey a positive image, as it reflects on them. In your career, you will represent your

business or company in spoken and written form. Your professionalism and attention to detail will reflect positively on you and set you up for success.

8. Other benefits of effective communication

The most successful organisations understand that if they are to be successful in today's business world, good communication at all levels is essential. Here is a useful mnemonic to remember the benefits you and your organisation can achieve from effective communication:

- Stronger decision-making and problem-solving
- Upturn in productivity
- Convincing and compelling corporate materials
- Clearer, more streamlined workflow
- Sound business relationships
- Successful response ensured

Intrapersonal communication is a communicator's internal use of language or thought. It can be useful to envision intrapersonal communication occurring in the mind of the individual in a model which contains a sender, receiver, and feedback loop.

Intrapersonal communication takes place within a single person, often for the purpose of clarifying ideas or analyzing a situation. Other times, intrapersonal communication is undertaken in order to reflect upon or appreciate something.

Three aspects of intrapersonal communication are self-concept, perception and expectation.

1. **Self-concept** determines how a person sees him/herself and is oriented toward others. Self-concept (also called self-awareness) involves three factors: beliefs, values and attitudes.

➢ **Beliefs** are basic personal orientation toward what is true or false, good or bad; beliefs can be descriptive or prescriptive.

➢ **Values** are deep-seated orientations and ideals, generally based on beliefs, about right and wrong ideas and actions.

➢ **Attitudes** are tendency toward or against a topic and generally are consistent with values. Attitudes often are global, typically emotional.

Beliefs, values and attitudes all influence behavior, which can be either spoken opinion or physical action. Also it includes body image as an aspect of intrapersonal communication. Body

image is a way of perceiving ourselves, positively or negatively, according to the social standards of our culture

2. Perception: Whereas self-concept focuses internally, perception looks outward. Perception of the outside
world also is rooted in beliefs, values and attitudes. It is so closely intertwined with self-concept that creating a harmonious understanding of both oneself and one's world.

3. Expectations: Expectations are future-oriented messages dealing with long-term roles, sometimes called life scripts. These sometimes are projections of learned relationships within the family or society.

Body language: It is a type of nonverbal **communication** that relies on **body** movements (such as gestures, **posture**, and facial expressions) to convey messages. **Body language** may be used consciously or unconsciously. It may accompany a verbal message or serve as a substitute for speech.
Types of nonverbal communication
The many different types of nonverbal communication or body language include:
Facial expressions. The human face is extremely expressive, able to convey countless emotions without saying a word. And unlike some forms of nonverbal communication, facial expressions are universal. The facial expressions for happiness, sadness, anger, surprise, fear, and disgust are the same across cultures.
Body movement and posture. Consider how your perceptions of people are affected by the way they sit, walk, stand, or hold their head. The way you move and carry yourself communicates a

wealth of information to the world. This type of nonverbal communication includes your posture, bearing, stance, and the subtle movements you make.
Gestures. Gestures are woven into the fabric of our daily lives. You may wave, point, beckon, or use your hands when arguing or speaking animatedly, often expressing yourself with gestures without thinking. However, the meaning of some gestures can be very different across cultures. While the OK sign made with the hand, for example, conveys a positive message in English-speaking countries, it's consider offensive in countries such as Germany, Russia, and Brazil. So, it's important to be careful of how you use gestures to avoid misinterpretation.
Eye contact. Since the visual sense is dominant for most people, eye contact is an especially important type of nonverbal communication. The way you look at someone can communicate many things, including interest, affection, hostility, or attraction. Eye contact is also important in maintaining the flow of conversation and for gauging the other person's interest and response.
Touch. We communicate a great deal through touch. Think about the very different messages given by a weak handshake, a warm bear hug, a patronizing pat on the head, or a controlling grip on the arm, for example.

Space. Have you ever felt uncomfortable during a conversation because the other person was standing too close and invading your space? We all have a need for physical space, although that need differs depending on the culture, the situation, and the closeness of the relationship. You can use physical space to communicate many different nonverbal messages, including signals of intimacy and affection, aggression or dominance.

Voice. It's not just what you say, it's *how* you say it. When you speak, other people "read" your voice in addition to listening to your words. Things they pay attention to include your timing and pace, how loud you speak, your tone and inflection, and sounds that convey understanding, such as "ahh" and "uh-huh." Think about how your tone of voice can indicate sarcasm, anger, affection, or confidence.

Interpersonal communication

Interpersonal communication is the process of exchange of information, ideas, feelings and meaning between two or more people through verbal and/or non-verbal methods.

It often includes face-to-face exchange of messages, which may take form of a certain tone of voice, facial expressions, body language and gestures. The level of one's interpersonal communication skills is measured through the effectiveness of meaning transferred through the message.

Commonly used interpersonal communication within a business organization include water cooler talks, client meetings, employee performance reviews and project discussions. But, of course, online conversation is a large part of people's interpersonal experience today.

Interpersonal communication essentially defines a relationship

Interpersonal communication is relational in nature; it takes place in a relationship and the way we communicate depends on the kind of relationship we have with the other person. Example: You wouldn't call your boss by their nickname, but you would for a sibling or a friend.

The kind of communication can range from relatively impersonal to highly personal. Example: You wouldn't gossip about your ex with your boss, but would with a friend.

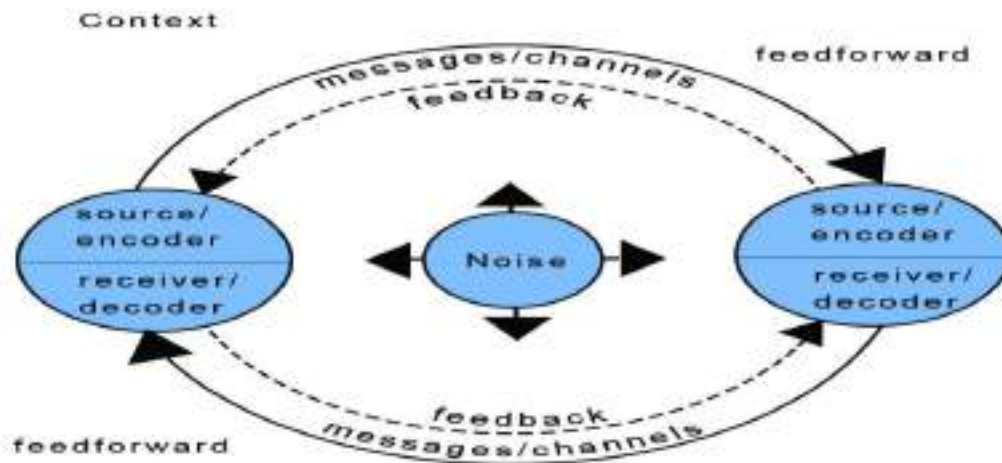**Elements of interpersonal communication**

fig. The process of interpersonal communication

Source-Receiver

Source refers to the party that formulates and sends messages while receiver receives and understands messages. The term source-receiver emphasizes the dual role of a person as a source and receiver.

Messages

For interpersonal communication to exist, messages must be sent and received. In face-to-face communication, verbal and non-verbal messages are exchanged through speech, facial expressions, body movements and gestures. In online communication, messages are communicated with words, emoticons, photos, videos and audios.

Feedback

Feedback conveys information about the messages sent. In face-to-face communication, nods of agreement, smiles, puzzled looks, confusion etc are feedback and can be monitored as we are speaking. In online communication, feedback is delayed.

Channel

Channel refers to the medium between source and receiver through which messages pass. Messages are transferred through multiple channels. For example, in face-to-face communication, messages are conveyed through voice as well as gestures.

Noise

Noise refers to any interference faced while receiving a message. It can be physical, physiological, psychological or semantic. Noise cannot be eliminated completely but it can be reduced.

Context Every communication takes place within a context. Context refers to an environment that influences the forms and content of communication.

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Types of interpersonal communication

In a broad sense, interpersonal communication is categorized into two types.

Verbal communication includes the exchange done with spoken words. This includes what we say and how.

According to Albert Mehrabian, words (what we say) make up only 7% of our communication while our tone of voice, pauses, rhythm etc (how we say) make up 38% of our communication. The latter is also known as para-verbal communication.

Non-verbal communication on the other hand, constitutes 55% of our interpersonal communication. Our action speaks volume and is a key aspect in communication. Even when we are silent, we are communicating a message. When it comes to online non-verbal conversation, interpersonal communication may be asynchronous or synchronous.

Hard Skills

Hard skills are job-specific and teachable abilities that are required in a candidate. These skills are those that are acquired through formal education, training programs, certification programs and coaching. They include the necessary expertise that is expected of employees, and are typically mentioned in job postings and descriptions to give an idea about what the job in question requires..

Hard Skills Examples

Hard skills are innumerable. Every profession comes with a list of its own hard skills requirements. Here are 10 *examples of hard skills* that employers look for while hiring an employee.

1. **Computer Technology-** In today's world, it is very important to have a basic grasp of computer technology at the very least, since many companies require candidates to apply for jobs using a computer-based platform.

2. **Hard Communication Skills-** effective communication is a very important soft skill. But factors such as being fluent in more than two languages, or a foreign language, serve as effective hard skills.

3. **Data Analysis-** Data analysis is a highly valued hard skill across various industries, and not just finance. The ability to analyse data to use the information for the benefit of your company is extremely useful.

4. **Certificates & Licenses-** While these may not be hard skills themselves, they give your potential employer a proof of your expertise in the required hard skills.

5. **Design-** being artistically inclined may be a soft skill, but being adept at using digital tools for designing has become a very important hard skill. This proves to be essential as the consumers' standards for design aesthetics have increased today.

6. **Cloud Computing-** Due to the advance in internet and technology, companies are turning to cloud computing as a more convenient method to secure their data. This means that people who can build and manage cloud systems are in demand.

7. **Mobile & Web Development-** <u>Multiple websites</u> are created every second and <u>several apps</u> are released every day. This would not be possible without people who are skilled at creating and managing apps and websites.

8. **Network Security-** Companies are very confidential when it comes to their data. IT professionals who are skilled in encryption algorithms are higher in demand than ever.

9. **Marketing-** convincing and persuading a customer purchase a company's products or services requires a certain amount of expertise in communication. This ability is always valuable to potential employers.

10. **Project Management-** This is a set of hard skills that is required across multiple of industries ranging from IT to construction. Due to this, hard skills related to management have become extremely important to employers.

Soft Skills: Soft Skills on the other hand are a set of skills or traits that include frank behaviour, <u>communicational skills</u>, teamwork ability, management skills, appropriate attitude, etiquette, self-presentation, etc.

These are learnt on their own. Hard skills are taught in many institution but they make almost no contribution in developing soft skills.

Soft skills can be termed as personal attributes and grace that helps in maintaining better relation as well as a sense of harmony between people.

Importance of Hard and Soft Skills in Different Careers:

Hard and soft skills vary in requirements according to the field and career you are involved in.

1. More hard skills and less soft skills:

There are people who work excellently in their field but fail miserably in teamwork or group task. These are the people who have more hard skills and less soft skills and are yet successful in their careers.

Hard skills examples of such people in different career are physicians, engineers, scientists etc.

2. Equal Hard and Soft skills needing professions:

These are the people who require both the set of skills. For an instance, people from accounting or law profession need both the skills equally.

These people need a good knowledge of the techniques of accounting or different laws respective to their career.

At the same time they need thoroughly good soft skills which may help in dealing with possible clients. Further it is the soft skill that is enhancing the hard ones.

Similarly, the profession of doctors demands them to have an eminent knowledge of medicines as well enough skills to deal with patients requiring emotional help.

3. Lesser hard skill and more of soft skills:

These are the careers that need very less hard skills and more of soft skills presentation like communication skills and networking skills. These are the people who often belong to the sales and marketing department.

To sell a certain product all they need is good <u>marketing of the product and convincing demo</u>. They might have the least knowledge about the product but they wouldn't mind as they have the skills to read, convince and persuade their customers to make a deal.

Problem-Solving Skills

Considered a soft skill (a personal strength, as opposed to a hard skill that is learned through education or training), an aptitude for creative and effective problem-solving is nonetheless one of the most valued attributes employers seek in their job candidates.

For example, a cable television technician might be trying to resolve a customer problem with a weak signal. A teacher might need to figure out how to improve the performance of her students on a writing proficiency test. A store manager might be trying to reduce theft of merchandise. A computer specialist might be looking for a way to speed up a slow program.

Problem-Solving Steps and Skills

Now that we've brainstormed a list of potential challenges, your next step is to think of effective solutions for these issues, noting the skills you'll need to resolve them. Here are five steps most commonly used in problem-solving, their associated skills, and examples of where each step is utilized in different career sectors.

1. Analyze Factors That Contribute to Unwanted Situations

In order to solve a problem, you must first figure out what caused it. This requires you to gather and evaluate data, isolate possible contributing circumstances, and pinpoint what needs to be addressed for a resolution.

Required Skills:

- <u>Active Listening</u>
- Data Gathering
- Data Analysis
- Fact Finding
- Historical Analysis
- Causal Analysis
- Process Analysis
- Needs Identification

Examples: Diagnosing Illnesses, Identifying the Causes for Social Problems, Interpreting Data to Determine the Scope of Problems, Pinpointing Behaviors Contributing to Marital Distress, Recognizing Invalid Research Models

2. Generating Interventions to Achieve an End Goal

Once you've determined what is causing a problem, it's time to brainstorm possible solutions. Sometimes this involves teamwork, since two (or more) minds are often better than one. It's rare that a single strategy is the obvious route to solving a complex problem; devising a set of

alternatives helps you cover your bases and reduces your risk of exposure should the first strategy you implement fail.

Required Skills:
- Brainstorming
- Creative Thinking
- Prediction
- Forecasting
- Project Design
- Project Planning

Examples: Brainstorming Solutions, Developing Treatment Plans, Devising and Testing Hypotheses

3. Evaluating Best Solutions

Depending upon the nature of the problem and your chain of command, evaluating best solutions may be performed by assigned teams, team leads, or forwarded upward to major corporate decision makers. Whoever makes the decision must evaluate potential costs, required resources, and possible barriers to successful solution implementation.

Required Skills:
- Analysis
- Discussion
- Corroboration
- Teamwork
- Test Development
- Mediation
- Prioritizing

Examples: Evaluating Alternative Strategies for Reducing Stress, Proposing Diplomatic Solutions to Border Disputes, Selecting Employees to Lay Off During a Business Downturn, Troubleshooting Computer Malfunctions

4. Implementing a Plan

Once a course of action has been decided upon, it must be implemented, along with benchmarks which can quickly and accurately determine whether it's working to solve a problem. Plan implementation also involves alerting changes to personnel in standard operating procedures.

Required Skills:
- Project Management
- Project Implementation
- Collaboration
- Time Management
- Benchmark Development

Examples: Anticipating Obstacles to Implementation, Implementing Solutions, Mediating Interpersonal Conflicts, Repairing Malfunctioning Machinery

5. Assessing the Effectiveness of Your Interventions

Once a solution is implemented, the best problem-solvers have systems in place to ascertain if and how quickly it's working. This way, they know as soon as possible whether the issue has been resolved or, alternatively, whether they'll have to change their response to the problem mid-stream.

Required Skills:
- Communication
- Data Analysis
- Surveys
- Customer Feedback
- Follow-through
- Troubleshooting

Examples: Surveying End-users, Comparing Production Figures, Evaluating YOY Sales Figures

Positive Thinking: A <u>positive attitude</u> is essential to happiness, joy, and progress in life. This state of mind brings light, hope and enthusiasm into the life of those who possess it.

Adopting it in your life does not mean that everything will always move smoothly and there will be no bumps on the road. However, it ensures that any setback you might encounter will not stop you or change your state of mind, and that you will go on, try again, and do your best despite any setback.

Here are a few Simple definitions:
1. Positive attitude is a state of mind that envisions and expects favorable results.
2. The willingness to try doing new things
3. The belief that everything would turn all right
4. It is an attitude that helps you see the good in people.
5. It is a mental attitude that sees the good and the accomplishments in your life, rather than the negative and the failures.
6. A positive attitude is a mindset that helps you see and recognize opportunities.
7. Positive attitude means positive thinking
8. It is optimism and maintaining a positive mindset
9. It is a mental attitude that focuses on the bright side of life
10. It is a mindset that uses the words, "I can", and "it is possible".

Creative thinking:

Creative thinking is the ability to invent and/or create something new: be that a concept, a solution, a method, a work of art, or an actual, physical device. Creative thinking is based on looking at things in a new way that hasn't previously been considered. That's why it's often described as "thinking outside the box."

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The Best Creative Skills: Examples

Problem Solving

Tackling unexpected problems requires a lot of creativity. After all, employers want to hire creative thinkers not because of their creativity as such, but because they can use it to *solve* problems in an innovative way.

Creative Writing

One of the most typical yet in-demand creative skills. If you are able to write in a compelling, creative way, it will help you a great deal in marketing, sales and, obviously, journalism. But it will also come in handy in all other positions that require writing—even if you're just drafting emails, reports, and presentations.

Open-Mindedness

When you're open-minded, you oppose stereotypes and look for new solutions and methods of doing things, instead of sticking to good ol' ways which might be no good after all.

Analysis

If you can gather information and data, that's great but without creative thinking skills, you won't be able to analyze it properly. Creativity in analytical thinking helps you extract *meaning* from sets of raw data.

Communication

No matter how great your ideas are, if you're unable to communicate in an engaging and creative way, you'll never get to implement them.

And there are different types of communication skills. Check them out here: ***Communication Skills for Your Resume & Workplace Success***

Active Listening

How can listening be considered "creative?" Well—through active listening you process ideas better so that you can challenge and refine them later during a creative brainstorming session.

Sales and Marketing

Selling and marketing require a great deal of persuasion. But first, you need to put together a creative message that will enhance your <u>sales pitch</u>.

Graphic Design

Where creative thinking meets art. Artistic craftsmanship is important in graphic design but without fresh, creative ideas, even your most beautiful sketches and projects will be dull and lifeless.

Leadership

Leadership is all about inspiring others. But when you have *great* leadership skills based on big and creative ideas and visions, you are able to connect teams and motivate them to work together towards the end goal.

Before we move on to examples of how to use creative thinking skills in your workplace and how to show them off in the job search, one thing to keep in mind—

Two terms that people often conflate are *creative* and *critical* thinking skills. But these are not the same.

Creative v/s. Critical Thinking

Creative thinking means you can come up with new ways to think about the surrounding world in order to make something innovative.

Critical thinking can be described as "thinking about thinking:" it means you can understand the way your perception works in order to identify flaws in your reasoning and avoid biases.

Critical thinking:
Critical thinking refers to the ability to analyze information objectively and make a reasoned judgment. It involves the evaluation of sources, such as data, facts, observable phenomena, and research findings.
Good critical thinkers can draw reasonable conclusions from a set of information, and discriminate between useful and less useful details to solve problems or make decisions.

Examples of Critical Thinking

The circumstances that demand critical thinking vary from industry to industry. Some examples include:

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- A triage nurse analyzes the cases at hand and decides the order by which the patients should be treated.
- A plumber evaluates the materials that would best suit a particular job.
- An attorney reviews evidence and devises a strategy to win a case or to decide whether to settle out of court.
- A manager analyzes customer feedback forms and uses this information to develop a customer service training session for employees.

Lateral thinking is a manner of solving problems using an indirect and creative approach via reasoning that is not immediately obvious. It involves ideas that may not be obtainable using only traditional step-by-step logic.

Unit-II

BUSINESS ETIQUETTE

Business etiquette: Business etiquette is about building relationships with other people.

Etiquette is not about rules & regulations but is about providing basic social comfort & creating

an environment where others feel comfortable and secure, this is possible through better communication.

Although basic business etiquette may vary from country to country, some principles stand the test of time & geography.

Arrive on Time

In the business world, it is best to observe the old rule, "Five minutes early is late." Allow yourself enough time to arrive promptly, take off your coat, and settle in a bit. Arriving at a meeting exactly at the appointed time can make you feel rushed, and you will look it. Time is a commodity; by being punctual, you show you respect others.

Dress Appropriately for Work

While appropriate dress certainly varies from field to field and climate to climate, some things remain the same. Clean, pressed clothing without any loose threads or tags and relatively polished, closed-toe shoes are a must. Look at the people around you for ideas on what sort of clothing is standard.

The adage, "Dress for the job you want, not the job you have," is a good rule to follow. When in doubt, ask human resources personnel when you get the job or discreetly ask someone you work with.

Speak Kindly of Others

Taking care to greet your co-workers and remembering to say "please" and "thank you" make a tremendous difference in the way they perceive you. Your good manners show that you acknowledge those around you and are considerate of their presence. Avoid discussing political or religious matters.

Keep the conversation focused on noncontroversial topics, so your co-workers find you easy to talk to. That sort of diplomacy is the basic idea of business etiquette.

Avoid Gossip or Eavesdropping

Gossip and eavesdropping are childish behaviors that have no place in the workplace. If you hear a rumor about someone in the workplace, do not pass it on. People don't always know or remember who starts a rumor, but they always remember who spreads it. If you walk into an area, and it seems your co-workers don't know you are there, make sure to greet them politely to remove any chance that you accidentally eavesdrop on their conversation.

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Show Interest in Others

Showing interest goes beyond business etiquette into general politeness, but it bears repeating: When speaking with someone, show you are truly engaged. Do not play on your phone or computer, and if you have to answer a communication say, "Excuse me one moment; I'm so sorry."

Watch Your Body Language

In the Western world, a handshake is still the typical greeting. Say hello with a firm but quick handshake. This handshake is the extent of how much you should ever touch a co-worker – when it doubt, just don't touch. Hugs or other types of affection that you share with friends and family are out of place in the workplace.

Introduce Yourself and Others

Sometimes you can tell people do not remember your name or position. Introduce or reintroduce yourself quickly if that seems to be the case. If you are with a co-worker who is new, take the time to introduce him to others. It helps to have a friendly person make you feel comfortable in the office.

Don't Interrupt Others

When you have a great idea or suddenly remember something important, it can be tempting to blurt it out. Do not do this. Interrupting the person who is speaking sends the message that what she is saying isn't as important as what you have to say. Demonstrating you are an attentive listener is the backbone of diplomacy.

Mind Your Mouth

Using vulgar language is a surefire way to become unpopular in your workplace. Vulgar language includes swear words and judgmental language. Business etiquette requires being constantly mindful that you are in a diverse environment with people you do not know on a personal level. Speak as though someone from human resources is always listening.

Consume Food and Drink Correctly

If you attend an after-hours work event, do not drink too much alcohol. When at work, take care not to bring particularly malodorous foods that everyone in the office can't help but smell. Don't make noises during or after you eat; no one wants to hear that.

Increasing vocabulary:

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Vocabulary is the all the language & words either used or understood by a person or group of people.

The common definition of vocabulary is " all the words known & used by a particular person".

Examples for increasing vocabulary

Minute – extremely or infinitely small

The CBI will find out every minute detail about the fraudulency

Complicated- difficult to understand, analyze or explain, this sum is too complicated.

Expanding or increasing your vocabulary can do more than improve your reading & writing skills. It's pretty obvious that a large vocabulary can help prevent these fro starting situations, allowing us to choose words with greater precision.

How to increase your vocabulary?

When it comes to enhancing your vocabulary, there are several ways to learn new words so you can begin to put them into use in your writing & in everyday- conversation.

No matter what your personality or your reasons for wanting to inprove your reasons for vocabulary skills, you're sure to find that one or more of these methods will help you becomes a better wordsmith in no time.

1. Read, read, read.
2. Practice word association
3. Practice with word games
4. Use lists & flash cards
5. Learn a word each day

Body language: Body language is the conscious and unconscious and postures by which attitudes and feelings are communicate. Body language is a type of non verbal communication in which physical behavior as opposed towards are used to express or convey information. Body posture gesture eye movement, touch and user of space.

Mannerism: a habitual gesture or way of speaking or behaving. Excessive use of a distinctive style in art literature or music. A habitual gestures or way of speaking or behaving.

Eg: eye contact, frowning and smiling

Gesture

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In today's world of texting and instant messages, know that very little communicates faster than a first impression. In other words, look up from your smart phone and remember the basics of face-to-face communication! 38% of a first impression is based on voice, 55% is based on body and 7% is based on words.

Meaning of gesture: it is an facial expression is non verbal communication can be defined as transfer of messages without the user words. It uses physical movement such as hand gestures and body language and also facial expressions.

Consider these eight business etiquette tips about body language(gesture) :

1. **Appearance:** A first impression is created the moment you present yourself in public. Appearance reflects an individual's respect for themselves and the situation. Clothing indicates your understanding of the big picture, so dress according to the law firm environment or client culture. Coffee stained clothes, sleepy eyes, scuffed-up shoes, chipped nail polish and messy hair all send a message and according to recent studies, can even hinder your ability to get promoted!

2. **Attention:** While an impeccable appearance shows a successful business "snapshot," your movements could instantly tell a different story. Walk with purpose. Showing energy and confidence in the way you walk, sit and stand makes an impression. Practice restraint, listen to others and remember silence is a powerful ally.

3. **Face:** Our facial expressions are crucial to body language. Are you effectively monitoring your facial expressions on a daily basis? Smiles, frowns, arched eyebrows, flared nostrils, grimaces and bitten lips can convey far more than you'd expect – from happiness or contentment to approval, shock, disappointment, fear or anger. Don't let your facial expression expose more than you'd like your interaction to convey.

4. **Eyes:** In the U.S., eye contact shows interest, confidence and respect, and builds trust. It is polite to look at the person speaking and avoid distractions. In conversation, glance away periodically to reflect on the person's comments. Steady eye contact is intimidating. When speaking with others in a group, hold and make eye contact with everyone in the group; avoid focusing on one person to the exclusion of others.

5. **Hands:** While a handshake is recognized worldwide as a social and professional greeting, improper hand movement can signal immaturity or nervousness. Some people "talk with their hands," distracting their clients and colleagues away from the conversation. Be aware

of your hand movement. Eliminating unnecessary gestures requires effort and willpower. Avoid fidgeting, doodling, nail biting, or picking up your phone during business meetings.

6. Personal Space & Distance: Different cultures maintain different standards of personal space. If you stand too close, you may be perceived as pushy or aggressive. If you stand too far away, you may be seen as disinterested.

7. Standing: When standing, remember to keep your back straight, middle torso in alignment with your backbone, shoulders back and head up. During conversation, leaning slightly toward a person indicates interest. Crossed arms, placing hands in your pockets, hand wringing, and slouching may signify dismissal, aggression and uneasiness.

8. Sitting: Many people do not realize that their seated position and behavior is just as telling as their standing posture. It is best to sit with a straight back and both feet flat on the floor. Females are advised to sit with their knees together. Males should avoid sitting with their legs spread wide open.

Expression:

The act of saying what you think or showing how you feel using words or actions other words on – someone's faces, showing what they feel or think or a word – or group of words used in a particular situation or by particular people. And an expression is also a mathematical statement that includes numbers, symbols or both.

Ex: freedom of expression is a cherished right in democracies.

She had such a sad expression on her face that I wondered what was wrong

Dressing up

To attire in best or formal clothes or To attire in clothes suited to a particular role.

Do's and don'ts of dressing up

Do's

- ✓ Wear shoes that are well- maintained.
- ✓ Wear clothing clean and neatly pressed.
- ✓ Keep accessories to a minimum
- ✓ Avoid excessive amounts of fragrance
- ✓ Finger nails should be well trimmed

- ✓ Cover any visible tattoos

- ✓ Wear a suit

- ✓ Be careful of trends

  Don'ts

- ✗ Clothing that doesn't fit- either too small or too big

- ✗ Clothing that is wrinkled, dirty, or worn out

- ✗ Beach clothes- shorts, capris, casual skirts, sundresses and flip flops

- ✗ Tattoos and body piercings' should not be visible

- ✗ Keep accessories and make up to a minimum

- ✗ Men: keep facial hair neat & trimmed

- ✗ Women: pantyhose- yes or not? In a professional setting- yes!

- ✗ Women: wear nude colored nail polish or a French manicure. If you place your hand next to your face and the eye is drawn to your nails, they are too distracting.

Business card

      Business cards are cards bearing business information about a company or individual. They are shared during formal introductions as a convenience and a memory aid.

A business card typically includes the giver's name, company or business affiliation (usually with a logo) and contact information such as street addresses, telephone number(s), fax number, e-mail addresses and website

Here are ten basic rules to follow for the profitable and productive exchange of business cards.

1. Never leave your home or office without your cards and plenty of them. There is nothing more unprofessional than the business person who has to say, "Oh, I'm sorry. I just gave out my last card." or " I'm sorry. I didn't bring any with me."

2. Keep your cards in a business card case or in something that protects them from wear and tear. A crumpled business card makes a poor first impression.

3. Know where your business cards are at all times. The person who has to go through every jacket and pants pocket or every nook and cranny of a briefcase to find those business cards loses credibility immediately.

4. Hand them out with discretion. Those people who believe in doling them out in multiples of 12 send a message that their cards aren't worth much.

5. Give and receive cards with your right hand–the hand of discretion. This can make a big difference when doing business internationally.

6. Give the card so the person who is receiving it can read it without having to turn it around.

7. Always make a comment about a card when you receive it. Note the logo, the business name or some other piece of information. This places value on the card.

8. Keep your business cards up to date. When any of your contact information changes; run, don't walk, to your nearest printer for new cards. It is substandard business etiquette to hand out cards on which you have crossed off an old phone number and written in the new one.

9. Don't write notes to yourself on someone else's business card during the exchange unless they appear relevant. For example, if someone asks me to send a copy of my book, *Manners That Sell*, it makes perfect sense to write "Send book" on the back of that card. However, that would not be the time to write "good lead to ABC organization" on the card. I do that later and out of sight.

10. Avoid appearing aggressive with business cards. Wait to be asked for yours. If that isn't happening, ask the other person for a card.

Hand shaking:

Hand shaking is automated process of negotiation between two communicating participants. Hand shaking should be firm. Communication begins with hand shake.

Never give hand shake with a wet hands in interview because it shows you are in fear.

Table Manners:

Table manners have evolved over centuries to make the practice of eating with others pleasant and sociable. With so many table manners to keep track, keep these basic, but oh-so-important, table manners in mind as you eat:

1. Chew with your mouth closed.

2. Keep your smart phone off the table and set to silent or vibrate. Wait to check calls and texts until you are finished with the meal and away from the table.

3. Don't use your utensils like a shovel or stab your food.

4. Don't pick your teeth at the table.

5. Remember to use your napkin.

   6. Wait until you're done chewing to sip or swallow a drink. (Choking is clearly an exception.)

6. Cut only one piece of food at a time.

7. Avoid slouching and don't place your elbows on the table while eating (though it is okay to prop your elbows on the table while conversing between courses, and always has been, even in Emily's day).

8. Instead of reaching across the table for something, ask for it to be passed to you.

9. Take part in the dinner conversation

Phone etiquette

1. Answer a call within three rings.

If your position entails always being available to callers, you should actually be available. That means staying focused and answering calls immediately. The last thing you want to do is keep a customer waiting after a string of endless ringing or send them to voicemail when you should've been able and ready to reply.

2. Immediately introduce yourself.

Upon picking up the phone, you should confirm with the person whom they have called. In personal calls, it's sufficient to begin with a "Hello?" and let the caller introduce themselves first.

3. Speak clearly.

You always want to speak as clearly as possible. Project your voice without shouting. You want to be heard and avoid having to repeat yourself. A strong, confident voice can make a customer trust you and your support more. In case of bad cell service or any inability to hear or be heard, immediately ask to hang up and call back.

4. Only use speakerphone when necessary.

We all know the trials of speakerphone. It's easier for you because you can use your hands to multitask. Give your customers your full attention, and avoid speakerphone. This will make it easier for both parties to be heard, and it will ensure that you're actually paying attention to them. You may need to use speakerphone at rare occasions, such as when it's a conference call or when you're trying to troubleshoot on the phone.

5. Actively listen, and take notes.

Speaking of paying attention to your customers, it's essential that you're actively listening to them throughout the conversation. Actively listening means hearing everything they have to say and basing your response off of their comments, rather than using a prescribed script.

6. Use proper language.

A key difference between professional and personal phone calls is obvious the language. Always be mindful and respectful when on the phone. You never know what customers might be offended by something you say, so it's best to use formal language.

7. Remain cheerful.

You never know when a customer is having a bad day. When someone is rude to you on the phone, your immediate reaction may be to put them in your place. First, though, take a moment to step into their shoes and recognize why they're so upset.

8. Ask before putting someone on hold or transferring a call.

If you want to put a customer on hold or transfer their call, always ask for their permission first. Explain why it's necessary to do so, and reassure them that you or another employee are going to get their problem solved swiftly.

9. Be honest if you don't know the answer.

It's best to admit when you don't know something, rather than making excuses or giving false solutions. However, tell them that you're going to do everything you can to find an answer and get back to them momentarily, or find a co-worker who does know the answer. Customers don't typically expect you to have all the solutions at hand, but they will expect you to be transparent.

10. Be mindful of your volume.

You may be so focused on your phone call with a customer that you're barely paying attention to your present setting. When working in a call center, things can get pretty loud. You always want to be mindful of your volume and ensure that you're not disrupting the ability of your co-workers to speak to customers and get their work done.

Internet manners:

As the online world becomes a bigger part of our daily lives, it's important to make sure we all, especially our children learn the difference between good and bad behaviour online. To get

started see our top internet manners to encourage us all to make the online world a kinder place to be.

- Treat others as you would like to be treated

- If you wouldn't say it to someone in person, don't say it online

- People can't see your facial expressions or hear the tone of your voice online so don't over-use icons and punctuation to convey meaning

- Don't make a situation worse by provoking people even more

- Don't start rumours or spread gossip about someone online

- Don't make fun of someone in an online chat

- Post things that will inspire and motivate people in a positive way

- Make sure you don't create a negative environment in an online world or game through name-calling

- Include people in online games and social forums, and don't intentionally leave people out

- You can't retrieve material once it's sent or posted online so if it might embarrass you or someone, don't put it online

- Respect other people's privacy

- Respect other people's time and bandwidth by avoiding posting too much information

Preparation of Self introduction

1. Start with a smile on your face & give details about Name, Place after greeting.

2. If necessary only add your family details.

3. Tell about your educational details.

4. Share about why you want to do JOB so.

5. About your Project in Brief.

6. The person who inspired you a lot.

7. Then about your interests/hobbies.

8. Also how you will spend your time when you are free.

9. Tell about skills.

10. Then conclude by saying THANKS to the Person who is listening to you.

Self-introduction sample for fresher's.

"Hi, I am Aayesha. I am from Tumakuru. I completed my BBM (Honors) from Sree siddaganga college of Arts, science & Commerce, Tumakuru in 2019

My father is a doctor, and my mother is a social worker. I have a younger brother who is pursuing his B.Tech.

I love playing basketball and have represented my school in many competitions. My active participation in sports has taught me many skills. I am also an active member of my school alumni club and take initiative in organizing alumni meets.

I have a fascination for languages, so I am learning the Japanese language."

Self-introduction sample for experienced professionals

"Hi, I am Sunil Kumar. I am from Tumakuru. I completed my Bachelor of Business Management degree in 2019 from SSCASC, Tumakuru.

I got hired by a renowned IT company through the campus placement. I have been working with the company for almost a decade now. I have learned the ins and outs of IT operations in my journey from a fresher to a manager.

My qualifications and work experience make me a suitable candidate for the profile. I am looking to join your organization to explore new dimensions and for the further development of my skills."

ELECTRONIC ETIQUETTE

Electronic communication is a common way of doing business today. Professionals often use the following technologies to help them do their jobs more effectively.

• Electronic mail (e-mail)

• Answering machines/voice mail

• Cellular phones

• Digital phones with speaker and conferencing capabilities

• Fax machines

As a job hunter and new employee, it is important that you know the "etiquette" associated with each mode of communication so you make a positive impression for you and your organization. Electronic Mail Because it tends to be quick and efficient, employers as well as candidates are utilizing e-mail during the job search process.

ELEVATOR ETIQUETTE:

Most adults realize that every environment be it the workplace, a restaurant, or even a taxi cab has its own set of best practices and rules to follow. These rules are typically followed to ensure that everyone stays safe, comfortable, and moves through the environment as efficiently as possible.

1. **Follow the "two-flight" rule**

This rule actually insists you stay out of the elevator if you're going fewer than two floors up or down. Why? You may get some dirty looks from colleagues and fellow passengers if you're adding an extra 20 seconds to their commute or if they have to stop at every other floor. Of course, there are exceptions to the rule the elderly, parents with strollers, those with disabilities, etc.

2. **Holding the door when, how, and if you should do it**

It's been a long-debated question as to whether you should hold the elevator door for someone. On one hand, it might seem like a matter of compassion; but on the other, you risk holding up the ride for your fellow passengers.

3. **Keep proxemics in mind when positioning yourself in an elevator**

Proxemics is the study of human behavior as it relates to public and private space. In short, proxemics entails how most humans view public, personal, and intimate spaces in regards to comfort, propriety, and efficiency.

- If only two people are in the elevator, it's best to stand on opposite sides of the car.
- Three to four people should gravitate toward each of the corners.
- Five or more riders should attempt to space themselves out evenly and face forward. Arms and hands should be kept at the sides to avoid contact.

4. **Always face the elevator doors**

If you're entering a crowded elevator (with three or more riders), it's always best to face the doors. Entering the elevator and staring into the face of someone else can be uncomfortable, awkward.

5. Minimal eye contact is standard

Sometimes you can't help but make a little eye contact, and getting on the elevator doesn't have to be a completely awkward and detached experience.

6. Keep phone calls private

If you're on a call with someone as you approach an elevator, tell them you'll call them right back. Similarly, if you receive a call in the elevator you can answer and give them the same message, or decline and text back that you'll return their call.

7. How to exit when the elevator is full

If you're the one exiting, it's best to give the others a warning by saying something like, "my stop is next" or "the next floor is my stop." This gives them time to adjust spacing and, if they've been brushing up on their etiquette, the chance to step out and give you ample room to exit.

PUBLIC SPEAKING:

1. Nervousness Is Normal. Practice and Prepare!

All people feel some physiological reactions like pounding hearts and trembling hands. Do not associate these feelings with the sense that you will perform poorly or make a fool of yourself. Some nerves are good. The adrenaline rush that makes you sweat also makes you more alert and ready to give your best performance.

The best way to overcome anxiety is to prepare, prepare, and prepare some more. Take the time to go over your notes several times. Once you have become comfortable with the material, practice a lot. Videotape yourself, or get a friend to critique your performance.

2. Know Your Audience. Your Speech Is About Them, Not You.

Before you begin to craft your message, consider who the message is intended for. Learn as much about your listeners as you can. This will help you determine your choice of words, level of information, organization pattern, and motivational statement.

3. Organize Your Material in the Most Effective Manner to Attain Your Purpose.

Create the framework for your speech. Write down the topic, general purpose, specific purpose, central idea, and main points. Make sure to grab the audience's attention in the first 30 seconds.

4. Watch for Feedback and Adapt to It.

Keep the focus on the audience. Gauge their reactions, adjust your message, and stay flexible. Delivering a canned speech will guarantee that you lose the attention of or confuse even the most devoted listeners.

5. Let Your Personality Come Through.

Be yourself, don't become a talking head in any type of communication. You will establish better credibility if your personality shines through, and your audience will trust what you have to say if they can see you as a real person.

6. Use Humor, Tell Stories, and Use Effective Language.

Inject a funny anecdote in your presentation, and you will certainly grab your audience's attention. Audiences generally like a personal touch in a speech. A story can provide that.

7. Don't Read Unless You Have to. Work from an Outline.

Reading from a script or slide fractures the interpersonal connection. By maintaining eye contact with the audience, you keep the focus on yourself and your message. A brief outline can serve to jog your memory and keep you on task.

8. Use Your Voice and Hands Effectively. Omit Nervous Gestures.

Nonverbal communication carries most of the message. Good delivery does not call attention to itself, but instead conveys the speaker's ideas clearly and without distraction.

9. Grab Attention at the Beginning, and Close with a Dynamic End.

Do you enjoy hearing a speech start with "Today I'm going to talk to you about X"? Most people don't. Instead, use a startling statistic, an interesting anecdote, or concise quotation. Conclude your speech with a summary and a strong statement that your audience is sure to remember.

10. Use Audiovisual Aids Wisely.

Too many can break the direct connection to the audience, so use them sparingly. They should enhance or clarify your content, or capture and maintain your audience's attention

Unit III
CV writing and interview
CV is an abbreviation for Curriculum Vitae. If a job advertisement asks for a CV, that's a hint that the employer expects a great deal of life experience and accomplishments, including education, original research, presentations you've given and papers or books you've had published. It's common in academic positions but is also suited to other jobs and programs. For most jobs a résumé is adequate.
WHAT IS A CV?
A curriculum vitae is a marketing document that gives a summary of a job seekers career history, academic qualifications and also explains their future potential.

Indeed the phrase 'curriculum vitae' is Latin for 'the story of your life'. It is also occasionally known as a resume, although this term is more commonly used in America.

A completed CV aims to impress recruiters and is sent as a application to jobs adverts or as a speculative approach to prospective companies.

When a reader looks at your CV they should be able to quickly gain a clear indication of your experiences and potential. Bear in mind that the person reading it will never have met you, so keep it grammatically error free and focused, as it will be seen as a reflection of you as a person.
What should a CV include?
Your resume will be made up of a number of sections, these may vary depending on the length and breadth of a candidates career. The essential and fundamental parts that every CV should include are:
- Personal summary / Career objective
- Career history

- Academic qualifications
- References
- Areas of expertise

Apart from applying for jobs, a CV is also useful for:

- Reminding you of what you have done in your career.
- Helping you to identify any weakness in your skills, work experience of qualifications.
- Allowing you to reflect on your career to date, for instance seeing if you have achieved any targets you previously set yourself.
- Refreshing your mind before a job interview.

Purpose of C V

While many people, just like Marcy, compose their initial CV to apply for a job, CVs are used for other purposes too. For example, CVs are used for:

- Research grant applications
- Submissions for publication
- Consulting work
- Demonstrating qualifications for professional presentations
- Leadership positions

Essentially component of CV

There's no universally accepted format, but your CV should cover these elements:

- **Your details -** Include your name, address, phone numbers and email address so any interested employers can contact you easily. Information such as nationality, age and driving licence status are optional.
- **Personal statement** - One paragraph that immediately captures the attention of your reader and entices them to find out more about you. Be careful not to cram too much in. Instead take your main skill and relate it to the job you're after to show employers why you meet their needs.
- **Work experience** - List your most recent position first, continuing in reverse chronological order including the name, location, website and dates of your employment for each company you have worked for. Aim to use bullet points wherever possible to highlight your responsibilities and achievements in each role so the person scanning your CV can quickly match up your experience with their job description.
- **Education** - Again, in reverse chronological order, give brief details of your academic and professional qualifications along with the grades you achieved. If you're looking for your first job since leaving education, include this information above any work experience.
- **Skills** - Whether you realise it or not you will have picked up many skills over the years, some tangible, some less so. Include every IT package or programme you have used as well as any foreign language skills you have gained, and state whether you're at a basic, intermediate or advanced level. Skills such as communication and project management are harder to substantiate and should be backed up with examples.

- **Hobbies and interests** - Including these is optional and often used to fill up space at the end of the document. The idea is to give the interviewer a more rounded picture and, perhaps, something more personal to discuss at an interview.
- **References** - It's not necessary to list referees on your CV, but you should state that details are available on request. If this is your first job, it's a good idea to nominate tutors or mentors. You'll obviously need to choose references that you're confident will give positive remarks, but you should also make sure they would be easily contactable by potential employers when the time comes.
- **A clear and simple layout** - Always keep your CV to two pages of A4. It should be clear to anyone reading your CV where to find the information they're looking for, with enough 'white space' to ensure they're not overawed at first glance.

Types of CV

Chronological CV: A chronological style CV is the most common format and is preferred by employees with a chronological style CV your work history and education entries are sorted by date in order of most recent firs. A chronological CV contains details of education and qualification together with interests. Some chronological CVs also contain a brief personal Statement at the front which sets out the key skills and strength of the candidate.

Functional CV or skill based CV: a functional CV places the emphasis on your skills and expertise rather than the chronology of your employment to date. It is used in situations where specific skills and accomplishments gained through experience or academic qualification will demonstrate your competences. Your skills should be listed in ordered of their importance. This CV format is especially suitable for entry level candidates. Students entering the job market for the first time or recent graduate with little work experience. Who want to emphasize their transferable skills. The functional resume is ideal for those who are looking for a career change.

Combination CV or hybrid CV: A combination CV follows both the chronological and functional format, which makes the CV slightly longer than normal. Example of people that is a benefit from this would be someone wanting to change careers and has some relevant skills for the new field. It can also be useful when someone wants to demonstrate more skills than the work experience section allows for or would bring out adequately.

Others CV

Creative CV: these CV format have became more imaginative in these sector. Highly creative artistic sectors such as marketing, designers, journalism. Where it could help you from the crowd

Video CV: Showing employment more of your personality and how you communicate.

Academic CV: it is applied for the post of researchit emphasis your research and related Skills.

Guidelines for drafting CV

The job market continues to remain highly competitive for candidates with employers often overwhelmed by the numbers of applications received for every vacancy. In today's tough economic climate, finding a new job is onerous for most but fine-tuning your CV can help secure the next step: a job interview.

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1. Presentation

Don't format your CV in a way that will distract from the content or confuse the reader - keep it simple and consistent throughout. A garishly designed CV may stand out and grab the recruiter's attention, but this could be for the wrong reasons.

2. Length

Try to keep your CV to two sides of A4 as anymore is unlikely to be read; recruiters simply don't have the time. This is tough if you have had an extensive career history, so try limiting the amount you write on your earlier positions to key achievements.

3. Tailor your CV - not just your covering letter

It is important to tailor your CV to the job you are applying for and not just the covering letter. To do this well thoroughly read the job description and understand what the recruiter is looking for in terms of competencies, skills and experience.

4. Start your CV with a personal profile

This should be a short paragraph at the beginning of your CV that covers the key skills and experiences you have, perhaps the industries you have worked in and what you are looking for from your next role. This can be tough to write but can be far more effective than a lengthy covering letter. A smart candidate will tailor this for each different role they apply for.

5. Career history

Write your career history in chronological order, starting with the most recent role - and include dates. Identify the key skills and experiences you have had in each of the jobs you have held and summarise these starting with what you think would be the most relevant to the recruiter.

6. Achievements

Include your key achievements in the different posts that you have had. If you are invited to an interview, make sure you are ready to talk about them in detail.

7. Address career gaps

It is better to address a recent lengthy career gap than leave a questionable hole in the chronology of your CV. If you have had a year off to go travelling or time off to raise a family, then detail this in your CV.

8. Hobbies and interests

If you want to include a section on hobbies and interests then only include things that might differentiate you in a positive light from other applications. Avoid the obvious as it won't add anything to your application.

9. References

 While you don't have to include this with your CV it is good to make it clear at the bottom of your CV that references are available upon request. Have at least two referees who would be prepared to give you a reference if required, ideally in a professional capacity.

10. Don't forget to run a spell check!

CV vs. Resume - What's the Difference

Now that you have a clear idea about what's a CV and what's a resume, here's a complete list of the differences between the curriculum vitae (CV) and resume:

- **Length** - The first and most notable difference between a CV and a Resume is how long each one of them is. A resume is kept short and brief (usually 1 page), whereas the CV is more comprehensive (it can go up to 2-3 pages depending on your experience).
- **Function** - The CV is mainly used for academical purposes, such as applying for a research program, a Ph.D., or joining the staff of a university. The resume, on the other hand, is written for a regular job in a company.
- **Type of information you include** - The CV is an academic diary where you include all your academic qualifications, achievements, and certifications. It is universal in nature as it can be updated as you go. Whereas, a resume has to be created (or at least customized) for each job you're applying for, and has a bigger focus on your professional achievements, rather than academic.

Job application

 Application for a job is the first business letter an applicant has to write when we see a position in a company.

 Usually big business firms have printed application forms and the applicants have to fill them . when they apply for a job but many times the candidate are directed to apply on a plane for blank paper. There is a stiff competition for any job and it is form the application that first impression is to be formed.

 If the application is neatly typed well formed and mailed in a clean envelop it will create good impression.

Job application letters are 2types

First types used to give the detailed information about education, experience.

The second type the application are divided into 2 parts.

The first part contains a reference the advertisement in response to which one applying.

The second part contains a resume which contains details about qualifications. Experience specialized training, special honors and reference to the names and addresses of sum very important persons who can justify the applicant's achievements.

Other types of job application

If you're looking for a job, how will you apply? It depends on the employer. A job application can be completed in several ways.

There are online job applications, which are typically completed at an employer's website, at a hiring kiosk in a store or business, or on a mobile device using an app. In some cases, simply submitting a resume and cover letter online will be considered your application; you will not always be required to fill in a digital application form.

Online Job Applications. There are thousands of sites where you can post your resume online and complete an online job application. Sometimes, you can apply online on job boards like Monster.com or job search engines like Indeed.com. Other times, you can apply directly on the company's website.

In-Person Job Applications. Many companies, especially retail and hospitality employers, expect applicants to apply in-person or at a kiosk in the business. It's not as complicated as applying online, but you will need to be prepared to apply and maybe even interview on the spot.

Email Job Applications. When you are using email to apply for jobs, it's important that all your communications are as professional as they would be if you were mailing a paper application. Here's advice on how to submit job applications via email.

Paper Job Applications. There are paper job application forms that you fill out if you apply in person for a position. See below for a sample job application form.

Content of Job application

Contact information: complete communication address with pincode

Opening: enter a salutation to greet your recipient by writing dear sir or dear madam

Main body: it contains experience, education, professional skill.

Closing: it is reflective of your personality and end p with signature.

Specimen letter regarding job application

From

XYZ

No.210 1st main 4th cross

J P Nagar , Bengaluru-560020

12th March 2020

To

N.S Steel industries

Bengaluru industrial area

Electronic city, Bengaluru-570012

Dear sir

Subject: Application for the post of production manager.

I am gland to state that I posses the requisites qualification and experience for the post of production manager you advertised in the Indian times on 28th February 2020.

I completed my Master of Business Administration (MBA) specialized production management at Indian institution, Bengaluru in 2015. Even I have experience in production from past5years. Other personal details are mention in my CV which is attached to this covering letter.

Its my pleasure to works in your institution, if you provide an opportunity to work in organization then I can prove honesty sincerarity and dedication towards my work in your organization. Kindly request to consider application. And I will waiting for response.

Thank you

Sincerely

(XYZ)

letter of intent for job

Name
Address
City State, Zip Code
Email Address
Phone Number

Date

Name of Contact
Position
Name of Company
Street Address
City, State, Zip Code

Dear [Name of Addressee]

Greetings!

I am writing this letter to inform you that I intend to apply for the position of [position you are applying for] at [name of company]. I recently found your listing on [source of job listing] and I hope you find this application in good graces.

I obtained a degree in [Bachelor's Degree] from [University graduated from]. I am currently employed as a [current position] at [name of current company]. My knowledge and experience in this position leads me to believe that I am equipped with the right skills to make me a good candidate for this position.

[Include relevant data, including previous experiences as you see fit]

Attached, for your perusal, is an updated copy of my resume. Please take your time to review the document to get an in-depth view of my work experience. Do not hesitate to contact me via phone [phone number] or via email at [email address] so that we may set up an interview. I am usually available [include days or hours if applicable].

Thank you considering me for this position. I look forward to speaking with you.

Sincerely,
[Your name and signature]

premiumprintabletemplates.com

INTERVIEW:

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An interview is conservation where question are asked and answer is given. interview refers to a one-on-one conversation with one person acting in the role of interviewer and other in the role of interviewee.

 Preparation of Interview

Analyze the Job: An important part of interview preparation is to take the time to analyze the job posting, if you have it. As you review the job description, consider what the company is seeking in a candidate.

Make a list of the skills, knowledge, and professional and personal qualities that are required by the employer and are critical for success in the job.

Make a Match: Once you have created a list of the qualifications for the job, make a list of your assets and match them to the job requirements.

Create a list of up to 10 of your assets that match the requirements of the job. These might include skills, qualities, certifications, experiences, professional qualifications, abilities, computer skills, and knowledge bases.

Research the Company: Before you go on a job interview, it's important to find out as much as you can about not only the job, but also the company. Company research is a critical part of interview preparation. It will help you prepare to answer interview questions about the company and to ask the interviewer questions about the company. You will also be able to find out whether the company and the company culture are a good fit for you.

Practice Interviewing: Take the time to practice answering interview questions you will probably be asked during a job interview. This will help give you a chance to prepare and practice answers, and will also help calm your nerves because you won't be scrambling for an answer while you're in the interview hot seat.

Get Your Interview Clothes Ready: Don't wait until the last minute to make sure your interview clothes are ready. Have an interview outfit ready to wear at all times, so you don't have to think about what you're going to wear while you're scrambling to get ready for a job interview.

Decide What to Do With Your Hair: How you style your hair for a job interview is almost as important as the interview clothes you wear. After all, the interviewer is going to notice everything about you, including your interview attire, hairstyle, and makeup, and you only have seconds to make a great impression.

What to Bring to a Job Interview: It's important to know what to bring (and what not to bring) to a job interview. Items to bring include a portfolio with extra copies of your resume, a list of references, a list of questions to ask the interviewer, and something to write with.

Practice Interview Etiquette: Proper interview etiquette is important. Remember to greet the receptionist, your interviewer, and everyone else you meet politely, pleasantly, and enthusiastically.

During the interview, watch your body language; shake hands firmly and make eye contact as you articulate your points. Pay attention, be attentive, and look interested. This is something you can work on in your practice interviews.

There are also specific etiquette tips depending on the type of interview you have, for example, a lunch or dinner interview, a panel interview, a phone interview, or a video interview.

Get Directions: It's important to know where you need to go for your job interview – ahead of time. That way, you'll avoid running late to the interview. Use Google Maps or another app to get directions if you're not sure where you are going.

Listen and Ask Questions: During a job interview, listening is just as important as answering questions. If you're not paying attention, you're not going to be able to give a good response.

Follow Up With a Thank You Note: Follow up a job interview with a thank you note reiterating your interest in the job.

7 Ways to Improve Your Communication Skills

Communication is a part of our daily lives. It is one of the most basic skills needed in life, and the most important during an interview. You can have the perfect resume and credentials, but if you are unable to communicate properly during your interview, you still won't be hired.

Talk slowly: When anxiety or nervousness takes over during an interview, you tend to lose control, resulting in speaking faster than necessary and giving poor answers. Answer questions with the right pace and a calm mind.

Details, Details, Details: Almost everyone includes attention to detail as one of their strengths, but if you really pay attention to details, you will not stay unemployed long. Seeing details in the interview process helps a lot during the conversation..

Assertiveness: Do not be afraid to assert yourself during the interview, with respect to the boundaries of an applicant and interviewer. Speaking assertively proves that you do not doubt your ability to do the job. This will help you get your message across.

Word Usage: Communication involves a lot of factors, such as how you speak, your body language, and the words you use. Practicing which words to use to convey the message you want will help give you a smoother interview. Continue to develop your vocabulary to help you express yourself more easily.

Asking the Right Questions: Asking questions gives you control of the flow of the interview. Prepare questions in advance that will help you know whether you want to work at the company.

Keep it Concise: When you answer, keep your responses fairly short. Avoid giving long answers that lessen the effectiveness of your answers; only give answers long enough to prove your point.

Listen: Communication not only involves you speaking—it's also expected that you know how to listen. Listening will enable you to ask the right questions and give the right answers.

Communication is an integral part of the interview process. The ability to communicate is among the top considerations of employers in hiring potential employees. If you want to be hired, prepare for your interview, improve your communication skills, and do your best!

CONDUCT AND FACING INTERVIEW:

How to conduct a job interview?

Because each question asked in a job interview should be intentional, it is important to prepare ahead of time. You can conduct a job interview with the following steps:

1. Prepare for the interview

Prepare for your upcoming interview by evaluating the position that you need to fill in the company. Consider what needs the role will fill for the company and then compare those needs to the expected educational, skills and experience requirements of your preferred candidate. Carefully organize these requirements into a list and then use them to create your intentional interview questions.

2. Understand the STAR interview process

The STAR method is a common technique used when interviewing. The STAR acronym stands for:

- Situation: Describe the situation or challenge faced
- Task: Describe the individual task or requirement
- Action: Describe the action taken to overcome the situation or challenge
- Result: Describe the result or the outcome of the action taken

3. Describe the company and the position to the interviewee:

Begin the interview by introducing yourself and discussing the position with the interviewee. Give a brief background of the company and how the open position fits into the organization's objectives and goals. This gives the interviewee an opportunity to better understand the expectations and responsibilities of the position**.**

4. Explain the interview process to your interviewee

Inform the interviewee what they can expect during the interview process including its format, the expected length and whether or not the company expects them to complete work-related tasks. This keeps the interview organized and sets clear objectives and expectations for both the interviewee and the interviewer.

5. Learn about the interviewee's career goals

Before jumping into role-specific interview questions, it can be useful to better understand the interviewee's career goals. Ask general questions about their professional interests and why they are interested in the position. This gives you an opportunity to understand where their expectations lie in terms of professional development and promotions. It also helps you assess their understanding of the company and the position itself.

6. Ask questions related to the position

After you have begun to understand the interviewee's career goals, it is a great time to transition to role-specific questions. It can be useful to come up with a list of intended questions ahead of time. If you are interviewing multiple candidates, then it may also be useful to come up with a way to grade each interviewee.

7. Gather more information with follow up questions

Gather additional information about a candidate's experience with follow up questions. There is some information that you may not be able to get through direct questions, but asking a candidate to describe an experience further can give you greater insight into their experience. Always be ready to expand on a question and use your list of interview questions as a guide, rather than a strict plan.

8. Welcome questions from the interviewee

An ideal employment agreement will benefit both the interviewee and the interviewer. Make sure you give your interviewee time to ask questions about the position or the company. Not only does this give them the opportunity to evaluate if the position is a good fit for them, but it also allows you to measure their interest and understanding of the company.

9. Describe the next steps

Close the interview by informing the candidate of what they can expect for the next steps in the interview process. This is a good time to offer them feedback on the interview. It is also a good time to inform them of the companies' intended timeline for filling the position. Be sure to give them information about when they can expect a response and the timeline for when the candidate will be expected to begin employment.

Facing an interview

- **Introduce yourself with confidence** - "Self-introduction?" Prepare your Introduction & Key points. The introductory speech is your two minute opportunity. When you walk into the room, stand tall, make eye contact, put a smile on your face, and give your interviewers a firm, confident handshake when you introduce yourself. Remember that you only have one chance to make a first impression, and you want it to count.
- Smile, be natural and speak with confidence.
- Even if you don't feel confident, act as one emanating confidence. Your body language should be accurate and you should be making a positive impact during the interview.
- Sit straight on the chair and look into the eyes of the interviewer. Remember, you've nothing to lose and go with that mind-set. This causes less palpable stress.

- **Be articulate when you answer the questions -** Speak as clearly and confidently as you can and make eye contact when you share your thoughts and ideas. Try to avoid saying "like" or "um" too much and focus on getting your points across, even if that means pausing to think. The most important thing is that you deliver your words with confidence and sound like you really mean what you say.

- **Identify Achievements** - Employers want to know how hiring you will make their organisation better and contribute to their overall success. (Assuming you did your homework as suggested in

point 1 you can offer examples of innovations, process improvements or revenue saving ideas that may be of interest).

- **Engage in a Dialogue** - Remember, a conversation is a two-way exchange. Be curious and ask lots of questions to get a good understanding of how the company, department and management operate. Ask about the job responsibilities and company culture, e.g. Employee Recognition Programmes, opportunities for Personal and Professional development, current and future challenges of the position, etc.

- **Be Open and Honest** - When responding to the employer's questions, tell the truth! If you made a mistake, say it in a positive way, accept responsibility for it, and explain how you have benefited from the experience & what you have learnt.

- **Avoid sharing overly personal information** - Though you may feel like your interviewers really like you and that they're getting buddy buddy with you, you should avoid mentioning anything overly personal about yourself.
- Make sure to thank your interviewers in person.

MOCK INTERVIEW

A mock interview is an emulation of a job interview used for training purposes. The conversational exercise usually resembles a real interview as closely as possible for the purpose of providing experience for a candidate.

Importance of mock interview
- Improve self-presentation.
- To know what is expected in real job.
- Help to gain confidence.
- Overcome became perfect.
- You will become perfect.

GROUP DISCUSSION

A discussion group is a group of individual with similar interest who gather either formally or informally to bring up ideas. Solve problems or give comments.

Group discussion is a collection of individual who have regular contact and frequent interaction and who work together to achieve a common set of goals

IMPORTANCE OF GD
- Get a solution
- Reach your goal
- Better Co-ordination.
- Gathering of different and innovative ideas.

<u>Curriculum Vitae</u>

XYZ
#24, VV Nilaya
1st main, 4th cross
M.G. Road, Tumkur-572101
Mobile: 9420****02   **E-mail**: xyz12@gmail.com

Objective:
To be an complete and perfect professional person in an oganisation which I am opted to work and to achieve in field which I work, to work as a excellent and honest employee of an organization,

Educational Qualification: 1. MBA at Tumkur University, Tumkur
                                2. BBM at govt. degree college, Tumkur
                                3. PUC at govt. degree college, Tumkur
                                4. SSLC at govt. high school. Tumkur

Merits and Distinction: Stood first to the university in marketing
                                Management paper scoring the highest marks
                                Represented University in State Cricket tournament as a
                                fast-bowler , awarded best cadet NCC at high school level

Extra- curriculum and social habits/ hobbies:
                    1. Active member of 'Build UR neighborhood' – a social
                       organization which takes care of orphans and street –children.
                    2. Active member of 'Karuna- Sagar' a NGO caring street animal
                       well being.
                    3. A singer-interested in Karnataka shastriya shangeeta Music

Personal Aim: Wants to become a good Advertisement-a/c executive who can
                                understand the true objective of advertisement messages to masse.
                                Organization loyalty is my priority- leadership is my strength and
                                of course resisting for those values which curb one's freedom may
                                be considered as my weakness

Experience: Worked as account assistant in MELA Advertising agency Tumkur
                                has knowledge of convincing the new a/c for Ad-agency.

Reference :   Can be provided on request.

SSCASC,TUMAKURU.   BASAVA SHRUTHI C S
                                                          Assistant professor, SSCASC

BBM IV Semester
Business Communication-II

RESUME

PQRS
#245 1st main, 5th cross,
Vivekananda layout,   **Email : pqrs16@gmail.com**
Shanthi nagar, Tumkur-572101   **Mobile: 973******95**

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Myself and Career Objective:

      I am a self-motivating and quality conscious person and my key attributes are firm determination, innovative is ideas, positive attitude, never dying confidence and diligence.

      To work in the most challenging position with an organization that provides ample opportunities to learn and to contribute.

Educational Qualifications:

Qualification	Educational Institute	Examination Board	Year	Result
SSLC	Govt. High School, Tumakuru	Karnataka SSLC Board	2008	65.%
PUC	Government PU College, Tumakuru	Karnataka PU Board	2010	74%
B.Com	Govt. First Grade College, Tumakuru	Tumkur University	2013	90%
M.Com	Tumakur university PG Center, Tumakuru	Tumkur University	2015	73%

SSCASC,TUMAKURU.   BASAVA SHRUTHI C S
                                         Assistant professor, SSCASC

BBM IV Semester
Business Communication-II

Technical Skills:

MS-Office: MS-Word, MS-Excel, MS-Power Point.

Tally ERP-9.0, Access, Nudi, Internet & DTP .

Personal details:

Name	:	PQRS
Father's Name	:	
Mother's Name	:	
Religion	:	Hindu
Nationality	:	Indian
D.O.B	:	
Marital Status	:	Unmarried
Languages known	:	Kannada, English, Hindi

Declaration:

I hereby declare that the information furnished above is true to the best of my knowledge.

PLACE: Tumakuru   **Signature**

DATE: **(PQRS)**

SSCASC,TUMAKURU.   BASAVA SHRUTHI C S
                                              Assistant professor, SSCASC

MODERNS FORMS OF COMMUNICATION

In recent times, the ways in which people communicate have changed significantly, and new technologies are increasingly being used for communication in everyday life. The barrier of connecting between one area and another area has decreased. Furthermore, the advantage of modern technologies are more convenient than in the past. The term modern methods of communication can be defined as the new ways of contacting which are advantageous for human relationships and these modern technologies that give advantages to the values of society or to the principles of a community.

Modern's means of communication have introduced relevant changes in our life. Mobile phones give us an opportunity to stay in touch and to be reachable everywhere. Now it's difficult to imagine how people lived without mobile phones in the past.

Communication is the key to building relationships. Whether it is with family, business, or loved ones, we have a whole range of modern's day tools that allows us to constantly stay in contact. Each medium or channel of communication can influence our relationship in different ways.

INTERNET

Internet is a network of networks. Millions of e- inter all over the world connected through the internet. Using internet user can connect to anyone anywhere in the world.

INTERNET IN BUSINESS

It is very difficult to imagine how any business could operate during this time without the use of the internet. The development of the internet has significantly altered the day to day operation of a business; including how they communicate with each other and their audience. Information can be easily transmitted to any destination in a matter of seconds.

The internet has become an essential tool for marketing and adverting. A business can present itself to customers with the use of a website or online advertisements. Many businesses now use the internet as a means of making customers aware of their current promotions. This can be very beneficial to businesses that are targeting a younger audience.

EMAIL

Electronic mail or E-mail is a method of exchanging messages mail between people using electronic devices. Email first entered limited use in the 1960s and by the mid- 1970s had taken the form now recognized as email.

Advantages

- Easy to use
- Speed
- Easy to prioritize
- Reliable and secure
- Informal

- Easier for reference
- Environmental friendly
- Use graphics
- Advertisement tool

Disadvantages

- Virus
- Hacking
- Misinterpretation
- Lengthy mails
- Not suitable for business: since, the content posted via e-mail it is considered as informal
- Need to check inbox regularly

CARBON COPY (CC)

In e-mail, a carbon copy(abbreviated "cc," and sometimes "fcc" for first carbon copy") is a copy of a note sent to an addressee other than the main addressee

BLIND CARBON COPY (BCC)

A blind carbon copy is a copy sent to an addressee that is not visible to the main and carbon copy addresses.

COMPUTER MEDIATED NETWORK COMMUNICATION

It is defined as any human communication that occurs through the use of two or more electronic devices.

CMC communicated is a process in which human data interaction occurs through one or more networked telecommunication occurs through one or more networked telecommunication system. A CMC interaction occurs through various types of networking technology and software, including E-mail internet relay chat (IRC) instant messaging (IM).

CMC technology saves times and money in IT organisation by facilitating the use of an communication formats

Benefits
- Forms relationships rapidly
- Easy to communicate at any time and location
- Make individual comfortable,
- Allows the individual to engage in communication with minimal stress
- More easy more experience

Disadvantages
- No, physical gestures
- No, non-verbal clues
- Leads to misunderstanding

VIDEO CONFERENCING (VC)

A VC is like a, visual connection between two or more people residing in separate location for the purpose of communication. It is simplest. VC provides transmission of static images and time between two locations. At its most sophisticated it provide transmission of full motion video images, and high quality audio between multiple location.

AUDIO CONFERENCING (AC) OR TELECONFERENCING

It is simple, when a meeting between a several parties is held over the telephone instead of person.

Audio conference is the conduct of an audio conference (also called a conference call or audio conference) between two or more people in different locations using series of devices that allows sounds to be sent and received for the purpose communication and collaboration simultaneously.

WEB CONFERENCING

Web conferencing is an online service by which you can live meetings, conferencing, presentation and training via, the internet particularly on TCP/IP. You can connect to the conference either by telephone or by using your computer speakers and microphone.

Difference between web conferencing and video conferencing

	Web conferencing	Video conferencing
Main objective	Content sharing	Live communication
Feedback	Chat only	Audio and video only
Video quality of speaker	Upto 460P(SD quality)	Upto 4k ultra HD
Area of application	Education , presentation , training	Regular meeting
Internet connection	Mandatory	Optional
Confidentiality	Low	High

WEBINARS

A seminar conducted over the internet.
Webinar is an online seminar that turns a presentation into a real time conversation from anywhere in the world.

Webinars allows large group of participants to engage in online discussion and share audio, documents or slides. Even they are not in the same place.

ELECTRONIC TICKER

An electronic LED ticker display is a great way to attract attention while communicating useful and timely information. Ticker services are completely wireless do not recover a phone line cable or satellite dish to work! Outdoor tickers are typically build to order under very popular with TV station. Newspaper and other media organization.

CHATS

It is used to converse and gossip through internet.

KINDLE

Kindle devices enable users to browse, buy, download, and read e-books, newspapers, magazines and other digital media via., wireless networking to the kindle store.

SOCIAL NETWORKING

A social networking services is an online platform that people use to build social networks or social relations with other people who share similar personal or career interest, activities backgrounds or real-life connections

Social networks are facebook, twitter, instagram ect…

VIRTUAL FARE

It is a process of booking, cancellation, rebooking online tickets.
First it is introduced by kiwi.com oganisation, now it also followed by Railway department and other travelling agencies

MOBILE HANGOUTS

You can send and receive messages with one person or multiple people.
Start a conversation

1. On your Android phone or tablet, open the Hangouts app .
2. At the bottom right, tap Add ⊕ › New Conversation .
3. Type and select a person's name.
4. Enter your message. You can also add emojis, photos, or a sticker.
5. Tap Send ➤