

# Business Communication and Presentation Skills – Unit 4



**Institute of Sciences, Humanities & Liberal Studies**

**Department of Languages**

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## **Types of Questions\_Business Communication & Presentation Skills (HS02)**

### **I. Choose the correct option and rewrite the following:**

1. \_\_\_\_\_ is the process of shaping of the idea.
  - a. Encoding
  - b. Decoding
  - c. Response
  
2. In the flow of communication which type is *informal* in nature?
  - a. Downward Communication
  - b. Horizontal Communication
  - c. Grapevine
  
3. Identify the appropriate level of communication for – ‘*The CM delivers a speech in an election campaign rally*’
  - a. Intrapersonal communication
  - b. Interpersonal communication
  - c. Mass communication
  
4. Identify the barrier for – ‘*At an interview, you avoid eye contact with the interviewer/s*’
  - a. Socio-cultural barrier
  - b. Interpersonal barrier
  - c. Organizational barrier
  
5. Which one of the following, challenges the growth of a business organization?
  - a. Respect hierarchies

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- b. Immediate Feedback
  - c. Distorted communication
6. Identify the barrier in communication for – ‘*Use of idiomatic language or technical jargons*’
- a. Semantic barrier
  - b. Physical barrier
  - c. Psychological barrier
7. Business etiquette is not just ‘good manners’.
- a. True
  - b. False
8. Which of the following is one of the business etiquettes at workplace?
- a. Understand ‘Company Culture’
  - b. Jump hierarchies
  - c. Resolve conflict personally
9. Which type of etiquette must be practiced at the ‘*Formal presentation*’?
- a. Casual etiquette
  - b. Business etiquette
  - c. Social etiquette
10. \_\_\_\_\_ is one of the characteristics of an ‘*Unstructured Interview*’
- a. Freewheeling exchange
  - b. Pre-determined agenda
  - c. Conducted via Video conferencing technology

## II. Draft a newspaper report on the following situation.

Air India crash kills 158 after plane overshoot runway at Mangalore airport. **OR**

Car on test drive meets with accident; 4 burnt alive.

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## II. Descriptive Questions

1. Mention effective presentation techniques
2. Define Business Communication and its advantages
3. Explain- Encoding, Decoding, Feedback in the process of communication
4. State four types of barriers in organizational communication
5. Explain – Upward, Downward & Grapevine communication
6. Define – Physical barrier with example
7. Define- Semantic barrier with example
8. Define- Inter-personal barrier with example
9. State two types of Business etiquette
10. Explain any four constituents of business etiquette

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\*State whether the following statements are True/False :

- 1) Communication directs the flow of information to help people interact with each other.
- 2) Symbolic action is limited to verbal communication.
- 3) Communication is always a one-way process of passing information and ideas to someone else.
- 4) Communication involves only words.
- 5) Human interaction is not communicative interaction.
- 6) Communication achieves shared understanding.
- 7) Communication is designed to achieve goals.
- 8) You may use specific set of words and gestures to convey what you want to say.
- 9) Decoding relates to the sender of the message.
- 10) The responses of the receiver create feedback.
- 11) The sender is the person initiating the communication.
- 12) The main function of upward channel of communication is providing direct control.
- 13) Technical communication skills are mandatory for success of professionals today.
- 14) Ideation is not the first step of communication process.
- 15) Diagonal communication and grapevine communication are the same.
- 16) The major objective of developing horizontal communication is enhancing teamwork and co-ordination.

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- 17) Informal communication channels transmit official news through unofficial means.
- 18) The sender often expects a response from the receiver.
- 19) It is the duty of the receiver to keep the communication channel free from interference.
- 20) The scope of 'ideation' is not determined by the situation.

\* True/false have been taken from *Effective Technical Communication* by M Ashraf Rizvi.  
Published by Tata McGraw-Hill Publishing Company Limited, New Delhi, 2005

## **Tips for writing a better report:**

- **While writing a report one must try to follow the concept of inverted pyramid. This means that the report should begin with the most pressing facts and details. The report should end with comparatively less compelling facts.**
- **Complicated and difficult words should be avoided. It should be clear and precise. One should also not use double meaning words or phrases.**
- **Write short and crisp sentences which can be punctuated properly.**
- **Sentences should follow SVO pattern i.e. Subject + Verb + Object.**
- **One should avoid using too many commas.**
- **Every new idea will be introduced in a new paragraph. One should avoid continuation of the same idea over two to three paragraphs.**
- **It is not advised to use more than two prepositional phrases in a sentences.**

## **Tips for developing a better paragraph:**

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- **Make sure that your paragraph deals with just one controlling idea.**
  - **Before writing a paragraph, you need to have a writing plan. Your paragraph should have logical development of topic.**
  - **One also has to be sure about unity, adequate length and coherence while writing/framing a paragraph.**
  - **While writing a paragraph, one should also keep in mind the target audience.**
  - **One should avoid repetition and monotony of ideas.**
  - **One idea leads to the other idea, thus one should use pronouns, sentence linkers and sequence words to achieve coherence.**
  - **Some sequence words are first, after, last, initial, now, etc.**
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- *Examples of sentence linkers:*

<b>Sentence linkers</b>	<b>Functions</b>
For instance, as an example, in addition, furthermore, moreover, likewise	It exemplifies It also demonstrates addition
At that time, in the meantime, afterwards, later, at the spur of moment	Shows time relation
Consequently, as a result, hence, therefore, so	Cause-effect relationship
Similarly, likewise, On the other hand, in contrast, however	Demonstrates comparison and contrast
To summarize, to conclude, in conclusion, in a nutshell, thus	Expresses conclusion

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