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ASSIGNMENT SET – I

Q.1. Write any three barriers to Listening. Enlist the different types of Listening.

Ans. The process through which spoken language is transformed into meaning in the mind through listening is extremely complex. The terms "hearing" and "listening" are commonly used interchangeably. While listening is an active process, hearing is a passive one. It involves being conscious of and understanding the meaning behind the speaker's words.

Effective listening is not always possible because of many barriers that exist both inside and outside of the workplace. These barriers may be categorised as follows:

Physiological barriers

Some people may actually have deficits or difficulties with their hearing that make it impossible for them to listen effectively. They can typically be treated once they are discovered. Others could struggle with memory issues or information processing issues, which prevents them from listening well.

Physical barriers

These are environmental distractions that interfere with hearing, like the humming of an air conditioner, the smell of cigarettes, or an overheated room. Alternatively, they might manifest as information overload. For instance, it can be quite difficult to pay close attention to what is being said if your phone rings and your mobile device beeps at the same time to alert you that you have a message when you are in a meeting with your manager.

Attitudinal barriers

The common attitudinal barrier is egocentrism, or the belief that you are more knowledgeable than the speaker and that you have nothing new to learn from the speaker's ideas. People with this kind of closed minded attitude make very poor listeners.

Wrong assumptions

The success of communication depends on both the sender and the receiver. It is wrong to assume that communication is the sole responsibility of the sender or the speaker and listeners have no role to play. Such an assumption can be a big barrier to listening.

Cultural barriers

Accents can make it difficult to comprehend the meaning of words with various pronunciations, which can be a barrier to listening. Accent differences are a concern inside each culture as well as across civilizations.

Gender barriers

According to communication study, listening can be hampered by gender. According to studies, men and women listen extremely differently and for very different reasons. Women are more inclined to pay attention to the feelings that speakers are conveying, whereas males are more likely to focus on the facts and the material.

Lack of training

It is not a natural ability to listen. Not everyone has a good ear from birth. They must practise and receive instruction in order to master the skill of listening. A significant impediment to listening, particularly in the Indian context, is a lack of training in listening techniques.

Bad listening habits

The majority of people have extremely ordinary listening skills. They are challenging to overcome and serve as obstacles to listening. For instance, some people have a practise of impressing the speaker and reassuring them that they are paying attention by "faking" their attention or making an effort to look like a listener.

Types of listening

There are seven types of listening, mentioned below:

Discriminative listening

The simplest form of listening is this one, in which the differences between the sounds are recognised. The meaning conveyed by these changes cannot be understood unless the differences between the sounds are recognised.

We can discriminate between sounds in various languages once we learn to do so in our own language. People from one nation often find it challenging to communicate in another nation's language because they cannot distinguish the small variances in sound.

Comprehension listening

The next stage is to attempt to understand the significance of these sounds once we have learned to distinguish between the various noises. We need a dictionary of terms, together with knowledge of grammar and syntax, to accomplish this. In addition to verbal communication, it's important to comprehend the message the speaker is trying to express through nonverbal behaviours. This can be done by paying great attention to the speaker's tone of voice and body language.

Evaluative listening

Making evaluations of the speaker's words is part of this style of listening.

When we listen carefully, we attempt to judge whether what is being said is excellent, bad, worthy, or worthless.

When someone is attempting to convince us, alter our behaviour, or modify our convictions, we typically turn to this type of listening. The inclination is then to doubt that the speaker is attempting to express.

Appreciative listening

This type of listening could take the shape of paying close attention to specific information that may be pertinent to us or that supports our wants and objectives. There is a propensity to value such information more. When listening to excellent music, poetry, or a stirring speech, one should also practise appreciative listening.

Empathetic listening

This type of listening is making an effort to comprehend the feelings, thoughts, and intentions of the other person. by placing ourselves in their shoes. It necessitates keen discernment and close attention to the subtleties of emotional cues. High levels of sensitivity and deft probing on the side of the listener are also necessary.

In the workplace, when handling consumer complaints, staff feedback, and challenges, empathic listening is frequently required.

Therapeutic listening

In this kind of listening, the listener strives to modify or advance the speaker in some way, going beyond merely empathising with them. In other words, by identifying the issue at hand and recommending a remedy or solution, the listener assumes the position of a therapist. This style of listening is typical in social settings where counselling is used to address family and personal issues.

Dialogic listening

As the name implies, dialogue-based listening entails both hearing and learning. This suggests that hearing is a two-way activity as opposed to a one-way one. It involves the speaker and listener exchanging thoughts and information. The listener continuously asks for clarifications, offers input, and converses with the speaker while practising active listening.

Q.2. Explain the various types of Non-Verbal Communication while giving examples as to how you will use NV Communication when appearing for a job interview.

Ans. Non-verbal Communication – Body language, such as movements and expressions on the face, as well as spoken or written words can be used to communicate.

Non-verbal barriers – This refers to the non-verbal communication that goes with a particular message. Non-verbal communication include stone of voice, body language such as gestures and facial expressions, etc. We will be discussing this in detail in unit 2. If the tone of voice and body language are negative, the communication will fail, however positive the spoken and written message.

For example, if you happen to meet a long lost friend and say “I am delighted to meet you”, but in a sad tone of voice, the exact opposite message will be conveyed!

Therefore, it is important to avoid giving conflicting signals, through the use of non-verbal communication.

These nonverbal communication types are:

1. Facial expressions: It is responsible for a huge proportion of nonverbal communication.³

Consider how much information can be conveyed with a smile or a frown. The look on a person's face is often the first thing we see, even before we hear what they have to say.

While nonverbal communication and behavior can vary dramatically between cultures, the facial expressions for happiness, sadness, anger, and fear are similar throughout the world.

2. Gestures: Given how effectively they can impact juror perceptions, nonverbal communication through gestures is so potent and influential that some judges set restrictions on which ones are permitted in the courtroom. An attorney could indicate that the other lawyer's case is tiresome by casting a quick peek at their watch. Or they can roll their eyes while a witness is testifying in an effort to discredit that individual.

3. Paralinguistics (such as loudness or tone of voice): Vocal communication is referred to as paralinguistics. that is separate from actual language. This form of nonverbal communication includes factors such as tone of voice, loudness, inflection, and pitch.

For example, consider the powerful effect that tone of voice can have on the meaning of a sentence. When said in a strong tone of voice, listeners might interpret a statement as approval and enthusiasm. The same words said in a hesitant tone can convey disapproval and a lack of interest.

4. Body language: Posture and movement can also provide a great deal of information. Research on body language has grown significantly since the 1970s, with popular media focusing on the over-interpretation of defensive postures such as arm-crossing and leg-crossing.

5. Proxemics or personal space: People frequently talk about needing "personal space." This is a crucial form of nonverbal communication that goes by the name of proxemics. When conversing casually with someone, anywhere between 18 inches and four feet of personal space is required. When speaking to a large group of people, a personal distance of between 10 and 12 feet is typically required.

6. Eye gaze, haptics (touch): Nonverbal communication involves the eyes, and crucial indicators include glancing, staring, and blinking. For instance, your blinking rate and pupil size increase when you come across individuals or things you appreciate. People can convey a variety of emotions through their eyes, such as animosity, interest, and attraction. Additionally, eye contact cues are frequently used to determine someone's sincerity. Normal, steady eye contact is frequently interpreted as an indication of veracity and reliability.

7. Appearance: Nonverbal communication is also thought to occur through our choices in hairdo, dress, and other physical characteristics. According to studies on colour psychology, various hues can elicit various emotions. Physiological responses, assessments, and interpretations can all be influenced by appearance.

8. Artifacts (objects and images): Other means for nonverbal communication include objects and imagery. You might choose an avatar in an online forum, for instance, to represent your identity and convey details about who you are and what you like.

Non-Verbal Communication during a job interview:

For example: If one is appearing the job interview, he/she should make eye contact with the interviewer for a few seconds at a time.

One should Smile and nod (at appropriate times) when the interviewer is talking, but should not overdo it.

Be polite and keep an even tone to your speech.

Communicate with positive facial expressions and speech qualities.

Listen properly with full concentration what the interviewer is asking.

Q.3. Imagine that you are the sales representative of your organization, and you are asked to effectively demonstrate a newly launched product/service in front of a target audience. Explain the communication process while including the relevance of context and how the communication can go wrong even if a few elements are missed.

Ans. We all know that communication is a two-way process in which the message is sent between two or more people in the form of ideas, thoughts, feelings, and opinions with the aim of developing a common understanding.

Four essential elements make up the communication process. These elements consist of encoding, transmission medium, decoding, and feedback. Two other components are involved in the process, and those two additional factors are represented by the sender and the recipient.

Encoding: The sender begins with the encoding process wherein he uses certain words or non-verbal methods such as symbols, signs, body gestures, etc. to translate the information into a message. The sender's knowledge, skills, perception, background, competencies, etc. has a great impact on the success of the message.

Decoding: Here, the receiver interprets the sender's message and tries to understand it in the best possible manner. An effective communication occurs only if the receiver understands the message in exactly the same way as it was intended by the sender.

Feedback: The Feedback is the final step of the process that ensures the receiver has received the message and interpreted it correctly as it was intended by the sender. It increases the effectiveness of the communication as it permits the sender to know the efficacy of his message. The response of the receiver can be verbal or non-verbal.

This involves researching the demographics, pain points, and potential benefits that the product or service can address.

Research the target audience: Understand the demographics, pain points, and potential benefits that the product or service can address.

This information will help tailor the message and demonstration to the specific needs of the audience.

Define the key message: Clearly articulate the main benefits of the product or service and how it addresses the needs of the target audience. This message should be simple, relevant, and easy to understand.

Use appropriate language: Use language that is easy to understand and relevant to the target audience; avoid using technical jargon and industry-specific terms that may not be familiar to them.

Provide a demonstration. Use visual aids, product samples, and other materials to help the audience understand how the product or service works and its benefits.

Be prepared to answer questions: Be prepared to answer any questions the audience may have and address any concerns they may have about the product or service.

Follow up: Follow up with the audience after the demonstration to gauge their interest and answer any additional questions they may have.

The context of communication is also important. For example, the approach, tone, and message will be different for a formal business presentation than for a casual conversation with a potential customer.

Missed elements: If a few elements are missed, the communication can go wrong.

For example, if the message is not relevant or easy to understand, the audience may not be interested or may not fully understand the product or service.

If the demonstration is not clear or is too complex, the audience may not be able to grasp the benefits of the product or service.

When we don't actively listen to the person we are speaking to, not only do we run the risk of making the person feel invalidated, but we also miss important nonverbal cues and may not fully understand the person's message. To avoid communication mishaps, it is best to give the speaker 100% of our attention.

ASSIGNMENT SET – II

Q.4. What are things to be kept in mind BEFORE the commencement of a Business Meeting? Explain.

Ans. I frequently go to meetings as a small business owner to expand my digital marketing agency (and if it weren't for my GPS, I'm not sure my business would still be operating today). Face-to-face communication is, however, a dying art in today's digital world. But so many concepts are developed during meetings that cannot be communicated via phone, email, or even video conference.

After a few years of attending countless meetings, I've discovered a few tricks for maximising each one, including the best preparation strategies.

There are some of things we should keep in mind always before the commencement of a business meeting.

Review and study the agenda: Before the meeting start one should review the main content and the important points to be shared, presented or discussed in the meeting board. There should not be the chance of error or missing the main points in meeting agenda.

Know the meeting location: This is also one of the most important thing to be remembered perfectly before meeting, as if the location is mistaken it will create the major issue in your business goal. It can create the barrier in your business meeting and can halt you the desired motive.

Consider potential obstacles: A good manager is always ready for facing the potential obstacles, that may come in the business in future. He should have a ability to move forward by crossing or solving all the issues. That will create a success in the business organisation and will provide the required output.

Determine desirable outcomes: This is the good quality of a business man that he is able to achieve the desirable outcomes timely while having many obstacles. He should plan the activities in the manner so that all the barriers can be removed to achieve the required/desired outcomes for the welfare of the organisation as well as the society.

Actionable follow-up tasks: For having good score/income/outcomes the manager should be actionable every time. That he should take all the follow up for the high rise in the business.

Send an email confirming the address beforehand: Never rely on a website's or even Google Maps' address for the meeting spot. You can be going to an outdated location if the webmaster for the business you are meeting with hasn't updated their Google My Business page. And regrettably, if you're late, the responsibility will still fall on you and your business.

Scout out a nearby coffee shop: Going into a meeting with the appropriate attitude is essential. You'll be in the appropriate frame of mind if you arrive early enough. There's nothing more frustrating than sitting in traffic just before being late. Before your appointment, choose a coffee shop that you feel comfortable visiting. You will have plenty of time to prepare for the meeting as a result.

Ask for a list of attendees: How many times have I believed I was meeting with John Doe alone only to find three other people there? This can be problematic if you are handing out a PowerPoint deck. Make sure to request a list of attendees so you can collect their contact information. Sometimes the person you are interacting with initially won't be the most significant decision maker.

Do your research: If you arrive at a meeting even partially prepared, the battle is already lost. You must not just be an authority in your own field, but also in the field of the other person. Prepare a list of questions in advance. You'd be surprised at how impressed a potential client would be to learn that you had done your research before the meeting. Most people do their research, but many don't go above and beyond.

Dress to impress: You don't have to wear something extravagant or expensive, but you should constantly make an effort to present a professional image. Never show up unprepared for a business meeting. I usually think I should be dressed nicely if I'm asking a company for money to sign up for my agency's services. Spending a few hundred dollars on your "meeting wardrobe" will pay off in the long run. Never forget that you only get one chance to make a good first impression.

Leave them with something memorable: Consider that your meeting to discuss new business was successful. Following that, you and your prospect continue to attend meetings as if it were any other day. You want to leave a lasting impression on your prospect.

After every meeting, we give away branded coffee cups. Yes, there is a cost associated with this, but we believe the person we are meeting with is significant to us because they have scheduled a meeting with us. Sending thank-you notes to everyone who came to your meeting is another excellent idea.

Q.5. Suppose you are asked to write a research document. Elaborate on the steps you will apply for writing.

Ans. Ten steps are involved in writing a research paper:

1: Select a subject: Carefully consider your subject options while keeping in mind the time you have available, the paper's length, your intended audience, and the resources you have available. Make sure there is a sufficient amount of knowledge on the topic you chose by checking in the library. If you choose a topic that fascinates you and about which you can express an opinion or position, writing the paper will be lot simpler. In fact, picking a topic that you are already familiar with will make it simpler to narrow it down later. However, stay away from contentious and sensational topics that are not academic, overly technical, or will just regurgitate the research.

2: Brief the topic: For in-depth study, the topic-narrowing process is more challenging. You must read specialised encyclopaedias, abstracts, etc. in order to acquire a comprehensive understanding of a topic because general encyclopaedias (like World Book) are insufficient in their information. The Bender Library's reference desk has works on language and literature, history, politics, humanities, business and economics, and regional studies. Inquire with the librarian about these and other possible resources. When you locate the relevant reference books, read them merely to obtain a general understanding for the subject.

3: Describe your goal or thesis: One must create a thesis statement that summarises the point of view you will present and support throughout your article before you start your research for it. Your thesis statement serves as a controlling idea that will guide your decision regarding the sources you will utilise and set a limit on the amount of notes you take because the remainder of your paper will be used to demonstrate the truth of your thesis.

4: Create an initial bibliography: A initial bibliography is a list of potential sources of information. In addition to the card catalogue and the reference books already mentioned,

there are other resources that can help you identify articles and books that are relevant to your topic.

5: Establish a working outline: A working outline is crucial since it offers your note-taking structure. If you run across information gaps or contradicting data when you conduct your study, you might find that you need to revise your approach. However, it serves as a solid beginning point and is necessary before you begin taking notes. List the subjects you wish to cover in your paper to start. (From the reading you've already done, you should have a rough grasp of these.) Next, group the list's elements into broad categories and subtopics.

6: Start Taking Notes: Once you have gathered your resources and made a useful outline, you may start taking notes. Make sure to fit one note per standard-sized index card while writing your notes. Each note must relate in some way to a topic on your working plan. By naming each note card with the appropriate topic when you begin to draught the final outline for your paper, you may quickly and effectively categorise your notes.

7: Outline the Paper: The final outline breaks down each topic further into a number of subtopics and is more complex than the working outline. To do this, arrange your note cards into several heaps according to the topics indicated at the top of each pile. Then, categorise each pile into separate subtopics.

8: Write the Rough Draft: You can start writing your rough draught once you have finished your final plan. It's crucial to keep in mind that this draught will be changed. You therefore don't need to worry too much about spelling or punctuation at this point. Instead, focus on the paper's substance, adhering to your plan and developing its ideas using information from your notes.

9: Edit Your Paper: Once the rough draught is complete, go over it once again and make revisions. Pay close attention to the paper's structure and content. Do the topic sentences in each paragraph link to the thesis? Is there evidence to back up each concept? Are there obvious transitions from your words to quotations and from one section to the next? Do the transitions between ideas make it plain to the reader when one is ending and another is starting? Numerous readings are frequently needed for revision, each with a specific goal.

10: Write the Final Draft: The final version of your paper should be typed, contain citations, and have a bibliography; depending on the formatting style and/or the lecturer, some papers could also need to have a title page. The title of the paper, your name, the name of the course, the name of the instructor, and the due date for the paper should all be included on the title page.

Q.6. What is the basic difference between Product Advertising and Corporate Advertising? Explain the different types of Corporate Advertising.

Ans. Advertisements in the mass media such as magazines, newspapers and television are used by organisations to communicate with prospective customers, both about the organisation, as well as its products. Advertising may therefore be categorised into two broad types.

Corporate advertising

Corporate advertising can be defined as advertising that sells the organisation to its various public. In this case, the organisation is the product. Corporate advertising is more a public relations activity than a form of advertising, as it has no immediate commercial purpose. Its aim is merely to inform and build a positive image of the organisation in the society. While presenting a favourable picture of the company as a whole is the main goal of corporate advertising.

Product advertising

Product advertising aims to persuade prospective customers to buy the organisation's products or services. Its ultimate purpose is to sell the organisation's products.

In product advertising, the message must be compelling enough to persuade consumers to purchase the product or at the very least give it a shot.

The primary difference between these types of advertising is that organizations use institutional advertising when marketing multiple products at the same time and product advertising when focusing on a single product. You can use product advertising to increase marketing efforts for a particular item within a product line or if your organization only sells one product. Meanwhile, if your organization has multiple products or services available for sale, you may choose to use institutional advertising to promote your brand and all its offerings. Organizations often use a combination of both types of advertising within their marketing strategies.

Types of corporate advertising

In addition to having varied goals, corporate advertising has expanded beyond its conventional function of image-building. It now includes a wide range of advertising media.

1. Corporate identity advertising – Such corporate advertising has the sole purpose of communicating the company's corporate identity, which includes its name, logo (such as the Nike "swoosh"), trademark or brand name, and slogan. To communicate when an organization's identity changes, it uses corporate advertising.

For instance, the American fast food joint originally known as "Kentucky Fried Chicken" changed its name to "KFC". This name change was announced by advertising that incorporated the business' corporate identity.

2. Institutional advertising – To address issues with communication with a particular public, such as the media, suppliers, and dealers, this sort of corporate advertising is used.

3. Public Relations (PR) advertising – This is the term used to describe corporate advertising that seeks to alter the public's unfavourable perceptions of the company's goods. This kind of corporate advertising, for instance, was used by Coke and Pepsi to safeguard their brand after the pesticide crisis, as well as by Cadbury's after it was discovered that their chocolates included worms.

4. Issue or 'advocacy' advertising – This kind of corporate advertising expresses a company's position or point of view on a contentious subject, such as environmental damage. For instance, Hero Honda sponsored an advertisement campaign highlighting the fact that their vehicles were helping to maintain a pollution-free environment when the pollution problem started to threaten motorbike firms, who were accused of generating fumes from their vehicles.

5. Public service advertising – This is a reference to commercials for businesses that support social causes like AIDS awareness, family planning, or the reduction of drunk driving.

6. Corporate umbrella advertising – This style of corporate advertising is geared towards consumers and attempts to associate a new or subpar product with more reputable brands under the corporate "umbrella" or with the well-known product line of the corporation. The goal is to increase sales of the underperforming or brand-new item.

7. Corporate sponsorship – This is another type of corporate advertising because a corporation pays to be associated with a particular sporting or other event so that it can promote its brand and message there. The company gains a lot more visibility as a result.