

SES'S L.S.RAHEJA COLLEGE OF ARTS AND COMMERCE

Course: FYBMS/BBI/BAF/BFM

Unit: I and II

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Unit 1 - Tutorial – Business Communication – II**Presentation Skills**

Q.1. What are some of the Aids for presentations?

- ✓ *Before the presentation*
- ✓ *During the presentation*
- ✓ *Use of transparencies*
- ✓ *OHP*
- ✓ *Whiteboards and interactive whiteboards*
- ✓ *Flipcharts*
- ✓ *PowerPoint*

Q.2. Explain some of the principles of making an effective presentation.

- i. *Plan your presentation well.*
- ii. *Interact with your audience.*
- iii. *Make proper use of body language.*
- iv. *Use powerful visual aids.*

Q.3. What are some of the methods of delivering a presentation?

- ✓ *Impromptu speech*
- ✓ *Extempore*
- ✓ *Memorizing presentation*
- ✓ *Reading the presentation*

Unit 2 - Tutorial – Business Communication – II

Group Communication – Interviews and Group Discussion

Q.1. How does the interviewer prepare?

- ✓ *Purpose*
- ✓ *Deciding on date and time*
- ✓ *Seating arrangement*
- ✓ *Decision on committee members*

Q.2. Explain the WASP process in detail.

- i. *Welcome*
- ii. *Acquiring information*
- iii. *Supplying information*
- iv. *Parting*

Q.3. Explain the different types of interviewers.

- ✓ *Professional*
- ✓ *Boaster*
- ✓ *Prosecutor*
- ✓ *Teacher*
- ✓ *Programmer*
- ✓ *Harassed*
- ✓ *Friendly*

Q.4. What are the different types of interview questions?

- ✓ *Open questions*
- ✓ *Closed questions*
- ✓ *Clarifying questions*
- ✓ *Reflective questions*
- ✓ *Loaded questions*
- ✓ *Hypothetical questions*
- ✓ *Direct questions*

Q.5. What are the different types of interviews?

- ✓ *Selection interview*
- ✓ *Free flow interview*
- ✓ *Induction interview*
- ✓ *Clinical interview*
- ✓ *On – the – job interview*
- ✓ *Appraisal interview*
- ✓ *Stress interview*
- ✓ *Grievance interview*
- ✓ *Group interview*
- ✓ *The exit interview*

Q.6. What are some of the alternative interview formats?

- ✓ *Telephone interview*
- ✓ *Online interview*

Q.7. What are some of the reasons for holding a Group Discussion (GD)?

- i. *Recruitment process*
- ii. *Brainstorming session*
- iii. *Problem solving*
- iv. *Decision making*

Q.8. What are some of the Do's and Donts to be kept in mind while performing in a GD?

Do's

1. Rich Content with good subject knowledge

Having good subject knowledge and rich content is the first and foremost GD tip to enter the Group Discussion Round. Following are the key steps to improve your Group discussion skills in regard to GD content preparation:

- ✓ *You should prepare on variety of topics as rich and right subject knowledge will be required during GD round.*
- ✓ *You should have subject knowledge and be well aware of the latest happenings around you, not just in India but around the world as well.*
- ✓ *Subject knowledge is a pre-requisite while you are preparing for a group discussion because you will then have the power to steer the conversation to whichever direction you want to. If you can memorize some relevant data, it will be an added advantage.*
- ✓ *If you are a good reader and read on variety of topics, it will help you in group discussion round. There is no need for last minute preparation. You should read over a period of time. Reading not only adds to your knowledge database, but enhances your vocabulary skills as well.*

- ✓ Always choose the magazines that are content rich and not just full of advertisements. Often magazines have columns which are promoting a particular institute etc. Avoid such magazines, do some research and buy the best that will be beneficial for you.

2. Be a Leader

There is no doubt that to emerge a winner in GD round you should speak after getting a grasp on the given topic. But it also gives you opportunity to take lead. So be a leader to begin the Group Discussion. Key tips are:

- ✓ Usually when the moderator announces the GD topic, for a minute there is silence all round.
- ✓ If possible, gather your thoughts in a few seconds and start the Group discussion with positive impact and be a leader.
- ✓ If you find that it is taking time to gather ideas, let others begin, and then enter the GD round by agreeing/disagreeing with previous speakers
- ✓ Beginning the Group Discussion gives the opportunity to make an impact but if you are not able to make your point well, it will create negative effect
- ✓ Therefore, it is not necessary to speak first but it is necessary that when you speak you are heard and are able to make your point well
- ✓ If you are able to speak out the name of your previous speaker and then present your views, it will mark a good impact.

3. Be relevant

- ✓ When you speak you should speak to the point without any ambiguity of thought
- ✓ Express your ideas at length. If you simply follow the other speaker or his ideas, remember your elimination is imminent
- ✓ Wherever possible, emphasize your point with facts and figures

4. Be a good Listener

- ✓ Learn to be a good listener. Listening Skills are Essential for GD round, so carefully listen to what others have to say.
- ✓ Just speaking throughout the discussion doesn't make you better. You should learn to give others a chance to speak. Try and listen to others.
- ✓ If the speaker is making an eye-contact with you remember to acknowledge him by nodding your head, so that the speaker is aware that his listeners are listening to him and paying full attention. This will also show that you are vigilant and are an active participant in the discussion.
- ✓ Unless you listen well, it will not be possible for you to add value to your content and communication
- ✓ Listening offers you the opportunity to summarise the Group Discussion on each and every aspect.

5. Improve your Communication Skills

You may have good and rich content with lot of ideas but if you are not able to communicate well your thoughts and opinions, all is useless. The need is now to improve your communication skills with following GD tips:

- ✓ Be well versed in your communication skills.
- ✓ You should have a good vocabulary and a decent command over English.
- ✓ Much before your actual group discussion, rehearse well.
- ✓ You can sit with a group of friends and choose a topic and indulge in a friendly GD.

- ✓ *Not only will this increase your knowledge, you will be a better speaker by the time it is time for your GD.*
- ✓ *In case you are not sure about something, you can use phrases such as: “I think” or “Probably/Approximately” or “If I remember correctly”*

6. Body gestures: Very important tool for Group Discussion

- ✓ *The panellists observe the way you sit and react in the course of the discussion.*
- ✓ *Body gestures are very important, because your body language says a lot about you.*
- ✓ *In a GD, sit straight, avoid leaning back on to the chair or knocking the table with pen or your fingers.*
- ✓ *Also, do not get distracted easily.*
- ✓ *Nervous body movements, folding your hands across your chest, having sceptical expression, constantly moving, evading eye movements are the indicators of a negative personality and should be avoided at all costs.*

Don'ts

a. No Aggressive Move

It is expected during the Group Discussion that you are firm on your ideas and are audible enough to make an impact on the group. But being aggressive, shouting and not allowing others in the group to speak, is not appreciated. So be careful and don't be a bully.

b. Don't Crisscross on your Ideas

Don't crisscross your ideas. The topics given in Group Discussion are debatable, you might like to speak for or against the topic and while speaking don't forget that you may be crossing your own lines. It gives a bad impact and you are judged a person who has no stand for his own thought.

c. Don't be a part of fish market

As a team player, your ability to lead and play in team is measured in the GD. During the Group Discussion there are many instances where you will find every one is saying something and no one is heard. It is better to be quiet for a while and then after gathering your thoughts, raise your voice initially and make your point.

d. Don't give up: Make multiple entries

Don't be content with one round of one minute or half a minute speaking in the group. Focus on key points, form the ideas and opinions to enter again based on the views presented by others to further strengthen your view point.

Q.9. How does one perform in a GD? Or Tips on performing in a GD.

- ✓ *To prepare for a group discussion, keep track of happenings around the world.*
- ✓ *Being aware of current affairs and issues and happenings, which affect our lives, however remotely, shows a well-rounded personality.*

- ✓ *Make a habit of reading English newspapers and magazines, watch interesting documentaries and profiles on television to get a wider perspective on issues.*
- ✓ *Group Discussion topics can be from a wide range of issues. It could be a topic on current events, business news, sports or anything very general. The wider your reading interests, the better prepared you will be to face the group discussion.*
- ✓ *Prepare the topics that are Repeated. There are topics which re-appear with minute changes and minor variations. Be aware of such topics well in advance so that you have ample time to prepare for the same. For example, the issues of terrorism, gender inequality, poverty, liberalization and privatization, reservations in educational institutions etc often appear as GD topics. Make sure you know these topics well and can come up with some unique, insightful points along with some data.*
- ✓ *Controversial and political topics do not figure in Group Discussions so there is no need to waste your time on them.*

Unit 2 - Tutorial – Business Communication – II

Group Communication – Meetings

A meeting is coming together of a number of persons at a certain time and place for discussion.

Some of the reasons to have a meeting:

- ✓ *Inform*
- ✓ *Persuade*
- ✓ *Obtain different points of views*
- ✓ *Find out facts*

Q.1. What are some of the advantages of disadvantages of a meeting?

Advantages:

- ✓ *They provide an opportunity for the management to come to know the feelings and attitudes of the employees.*
- ✓ *They bring together people with knowledge and experience.*
- ✓ *Possibility of unexpected solutions.*

Disadvantages:

- ✓ *If a meeting is not properly planned it will not give the desired results.*
- ✓ *If the chairperson is weak the meeting will not arrive at any fruitful decision.*
- ✓ *If members are aggressive and hostile then the communication will not be good.*
- ✓ *Prolonged meetings.*

Q.2. What is the process of planning a meeting?

- i. *Deciding the purpose*
- ii. *Determining whether the meeting is necessary*
- iii. *Selecting the participants*
- iv. *Choosing an appropriate location*
- v. *Preparing an agenda*

Q.3. What is the Role of a Chairperson in conducting a meeting?

- ✓ *Punctuality*
- ✓ *Follow the plan*
- ✓ *Lead the meeting*
- ✓ *Encourage members to talk*
- ✓ *Work on hidden agenda*
- ✓ *Control time*
- ✓ *Summarize at appropriate places*

Q.4. What is the role of a participant in a meeting?

- ✓ *Follow the agenda.*
- ✓ *Participate*
- ✓ *Avoid talking too much.*
- ✓ *Cooperate with all concerned*
- ✓ *Practice courtesy*

Q.5. How can the Chairperson manage Group Dynamics in a meeting?

- ✓ *Equalizing participants*
- ✓ *Listening*
- ✓ *Pacing*
- ✓ *Taking a break*
- ✓ *Call for consensus*
- ✓ *Summarizing*
- ✓ *Passing the clipboard*
- ✓ *Checking the process*
- ✓ *Polling*
- ✓ *Censoring*
- ✓ *Expulsion*

Unit 2 - Tutorial – Business Communication – II

Group Communication – Conference

Q.1. What are some of the advantages of organising a conference?

- ✓ *Exchange of ideas and opinions.*
- ✓ *Bring out facets of a problem.*
- ✓ *Face to Face communication.*
- ✓ *Increase employee motivation.*

Q.2. What are some of the disadvantages of organising a conference?

- ✓ *Wrong impression.*
- ✓ *Conference maybe outside expertise of subordinate.*

Q.3. What are the different types of conferences?

- ✓ *Informational conference*
- ✓ *Suggested solution conference*
- ✓ *Problem – solving conference*
- ✓ *Sales forecasting conference*
- ✓ *Training conference*

Q.4. Explain the steps in organising a conference.

- i. *Preplanning*
- ii. *Agenda*
- iii. *Finance and marketing*
- iv. *Information and catering*
- v. *The conference*

Q.5. Describe some of the Do's and Don'ts of holding a conference.

Do's

- ✓ *Know about the conference.*
- ✓ *Arrive on time.*
- ✓ *Establish objectives.*
- ✓ *Set an agenda and stick to it.*
- ✓ *Respect the authority of the chair.*
- ✓ *Keep an open mind.*
- ✓ *Put your point of view forward.*

Don'ts

- ✓ *Interrupt others.*
- ✓ *Dominate the discussion.*
- ✓ *Digress from the topic.*
- ✓ *Side conversations.*
- ✓ *Use social media while its going on.*

Q.6. Describe some of the Do's and Don'ts of holding a Video conference / Skype call / Webinar.

Do's

- ✓ *Speak loudly and clearly.*
- ✓ *Use the phone in a quiet, undisturbed room.*
- ✓ *Ask for input by using a person's name.*
- ✓ *Learn how to use the mute button.*
- ✓ *Get comfortable with the fact that you will be talking in front of a group and receiving no visual cues or feedback.*
- ✓ *Make use of Guest speakers.*

Don't's

- ✓ *Use cell phones or phones that pick-up background noise.*
- ✓ *Assume that everyone recognises your voice.*
- ✓ *Allow the topic to wander.*
- ✓ *Shuffle papers, scrape chairs, pencil tap, hum or other distracting, noisy activities.*
- ✓ *Leave the conference on mute and go on short breaks.*
- ✓ *If you don't have anything to add, don't add anything.*

Unit 2 - Tutorial – Business Communication – II

Group Communication – Public Relations

Public Relations (PR) is the planned and sustained effort to establish and maintain goodwill and understanding between an organisation and its publics. – Institute of Public Relations, 1987

We need Public Relations:

- ❖ To enhance the reputation of an organisation.
- ❖ To influence opinion.
- ❖ To inform publics (both internal and external).

Q.1. Who are the Publics of PR?

Internal Public:

- ✓ Employees
- ✓ Managers
- ✓ Owners

External Public:

- ✓ Suppliers
- ✓ Society
- ✓ Government
- ✓ Creditors
- ✓ Shareholders
- ✓ Customers

Q.2. What are some of the Internal measures of PR?

- ✓ Shareholders / Owners / Investors Relations
- ✓ Employee relations
- ✓ Suppliers relations
- ✓ Distributors / Dealers / Retailers relations
- ✓ Other Associate Relations

Q.3. What are some of the External measures of PR?

- ✓ *Consumer relations*
- ✓ *Community relations*
- ✓ *Media relations*
- ✓ *Government relations*
- ✓ *Maintaining relations with the Financial Institutions*