

COMMUNICATION SKILLS IN 2 HOURS
(A Short, Comprehensive and Effective Revision before GTU Examination)

UNIT-1 : COMMUNICATION SKILLS		
<p><u>Definition and Process of Communication</u></p> <p>Communication is an exchange of facts, ideas, opinions or emotions by two or more persons. Communication is a two way process.</p> <p>(1) <u>Sender</u> : A person who has an idea to convey /share to the receiver is a sender</p> <p>(2) <u>Encoding</u> : The conversion of the idea in to the message is called encoding.</p> <p>(3) <u>Message</u> : Message is the content that sender wants to convey.</p> <p>(4) <u>Channel</u> : The way or the medium of sending message is called channel.</p> <p>(5) <u>Receiver</u> : A person who catches /receives the message is called receiver</p> <p>(6) <u>Decoding</u> : A conversion of sender's message in to understanding is called decoding.</p> <p>(7) <u>Feedback</u> : After receiving the message, the receiver reacts or responds to the sender.</p>	<p><u>Types (Flows) and Levels of Communication</u></p> <p align="center"><u>TYPES/FLOWS OF COMMUNICATION</u></p> <p>(1) <u>Downward</u> : A communication starts from higher authority to downward authority.</p> <p>(2) <u>Upward</u> : A communication starts from the bottom level to the top level.</p> <p>(3) <u>Horizontal</u> : Communication between department or employees at the same level.</p> <p>(4) <u>Grapevine</u> : An informal channel of communication. It is like gossiping from ear to ear without any link including talk about love affair /promotion.</p> <p align="center"><u>LEVELS OF COMMUNICATION</u></p> <p>(1) <u>Intrapersonal</u> : Communication occurs within the individual's brain in the form of internal dialogue.</p> <p>(2) <u>Interpersonal</u> : Communication includes ideas or information shared by people.</p> <p>(3) <u>Extrapersonal</u> : Communication occurs between human beings and non-human beings.</p> <p>(4) <u>Organizational</u> : Communication in organization</p> <p>(5) <u>Mass</u> : Informations are transmitted to public at large through media as t.v, radio.</p>	<p><u>Technical and General Communication</u></p> <p><u>Technical Communication</u></p> <ol style="list-style-type: none"> Always factual. Formal elements. Logically organized and structured. Specific audience. Complex and important exposition techniques. Usually involves graphics. Always formal in style. Technical content. Objective in nature. Special vocabulary. <p><u>General Communication</u></p> <ol style="list-style-type: none"> May not be always factual. No formal elements. Not always structured. Not always for a specific audience. No specific exposition techniques required. May or may not involve graphics. Both formal and informal in style. General content. Both objective and subjective. General vocabulary
UNIT-2 : VERBAL AND NON-VERBAL COMMUNICATION (KINESICS)		
<p><u>Methods of Communication – Verbal and Non Verbal</u></p> <p><u>Verbal</u> : Oral and written . Communication by using language is called verbal communication. Oral comm. saves times, immediate feedback, saves money. Written comm. time consuming, no immediate feedback, costly.</p> <p><u>Non-verbal (kinesics)</u> : Facial expressions, gestures, body language, silence, signs and signals, graphs, charts, snaps and colours. The facial expressions are used to show the following emotions : happiness, surprise, fear, anger, sadness, determination etc. Gestures convey emotions and also convey definite messages or information. A person can convey his ideas even with the help of silence. Signs and signals become very important means of communication when the communicants do not have a common language.</p> <p><u>Kinesics Communication</u> : Kinesics communication is a message conveyed through non-verbal acts in the form of body movements such as gestures, winking, smiling, style of dressing and grooming.</p>	<p align="center"><u>Barriers to Communication</u></p> <p>The purpose of communication is to get a definite response. There are several things which can prevent the message from reaching the target means Receiver. These things are barriers to communication.</p> <p><u>External Barriers</u> : Communication may be disturbed by traffic sound, construction work. Partial failure of communication is more dangerous than complete failure. Even workers at the bottom level gets only 20 % information. It is Defect in organization.</p> <p><u>Intrapersonal /Psycho-sociological</u>: Self Centered attitude , Group Identification, Self Image, Status Block, Poor communication skills, Poor Health become barriers.</p> <p><u>Semantic (Language) Barriers</u> : Any language has multiple meanings. (Like "Peti", "Khokha", "Sopari") Even "Table" indicates many table.</p> <p><u>Cultural Barriers</u> : Communication in different culture takes new shapes and indicates different meanings. For example : Many dubbed English movies looks funny and indicates different meaning in Hindi.</p>	

UNIT-3 : LISTENING SKILLS		
Definition and Types of Listening	Active Listening vs Passive Listening	Tips /traits for Effective Listening
<p>Listening is the ability to understand and respond effectively.</p> <p>Discriminative : the difference between the sounds is identified.</p> <p>Comprehensive : When the listener comprehends the message in order to understand the full meaning.</p> <p>Superficial : When the listener pays no attention on the content of the message</p> <p>Appreciative: When the listener listens something for enjoyment and pleasure such as songs, jokes,</p> <p>Focused : When the listener listens something in the form of information. Railway announcement.</p> <p>Attentive: the listener's complete attention is must.</p> <p>Empathetic: listening leads the listener not only to understand the physical message but also to peep into the listener's state of mind, feelings and emotions.</p> <p>Relationship : listening to develop or sustain /maintain a relationship.</p>	<p>Active Listening : Listener pays full attention</p> <p>(i) Listener encourages the speaker to express his ideas enthusiastically by showing interest in the speech.</p> <p>(ii) It is a two way process where listener plays an active role.</p> <p>(iii) Listener shows non verbal aspects like saying "yes", nodding his head.</p> <p>(iv) It is the process of converting an idea or thought into message with complete involvement.</p> <p>Passive Listening : Listener pays no attention</p> <p>(i) The listener discourages the speaker by expressing boredom on his face.</p> <p>(ii) It is a one way process where the listener plays no role.</p> <p>(iii) Listener shows boredom on his face by yawning or looking here and there, feeling sleepy</p> <p>(iv) It is the process of just absorbing the message without any involvement.</p>	<p>(i) A good listener should concentrate on the message .</p> <p>(ii) A good listener gives the speaker a chance to complete his speech.</p> <p>(iii) A good listener should not allow his prejudices to close his mind to the conveyed information.</p> <p>(iv) One important trait of a good listener is patience.</p> <p>(v) A good listener should send some verbal utterances as 'Yes', 'hum'</p> <p>Empathetic Listening : This type of listening leads the listener not only to understand the message in the physical form but also to peep in to the listener's state of mind, feelings and emotions. Here the listener has to understand the speaker's implied meaning and intention. Psychiatrists' listening to their patients falls in to the category of empathetic listening. Empathetic listening is paying attention to another person with empathy. [emotional identification compassion , feeling, insight]</p>
UNIT-4 : EFFECTIVE PRESENTATION STRATEGIES		
<p>Defining Purpose : A presentation is the delivery of information on a predetermined topic that you have created for a particular audience. Academic presentation is a part of the learning process. Generally presentation is arranged for an explanation of an issue, to bring general awareness among the workers, for teaching purpose, and to divert your target mass in particular direction. In short, presentation includes, information, analysis , explanation and persuasion .</p> <p>Analysis of Audience and Location : Before presentation, it is necessary to understand audience's level , expectations and their capacity to understand. Location is also important to understand. Due to cultural differences, problem of accent /linguistics problem may arise. (For example : Etc. becomes "It's a true" if you don't pronounce properly)</p>	<p>Organizing Contents : Presentation includes so many information. Good organization of content is essential for effective presentation. Arrange them into 3 parts : Introduction, Body, Conclusion.</p> <p>Making Outline : Outline means the logical order of the presentation contents. Presentation should be well planned and prepared and rehearsed repeatedly.</p> <p>Visual Aids : Visual aids also increase audiences' interest in the presentation. Visual aids helps audience to understand the meaning clearly and properly. (1) Overhead Transparencies (2) Power Point Presentations (3) Blackboard or Whiteboard (4) Flip Charts (5) Figures, Charts , Pictures and Maps Spoken words are ephemeral (temporary). But if the presentation has been made using the audio visual aids, it gives lasting effect.</p>	<p>Nuances/Modes/Methods of Delivery :</p> <p>Extemporaneous : It is a spontaneous overflow of the subject. It doesn't require detailed preparation but to look the main points and start in front of the audience.</p> <p>Manuscript : It means the speech is written in a paper and speakers has to read only. No need to memorize content, just read.</p> <p>Impromptu : It is informal style presentation at familiar group. It is very natural in tone.</p> <p>Memorization : It is difficult method in which you have to memorize all the content.</p> <p>Body Language : Personal appearance includes (clothes, hairstyle, jewellery etc.), body language like(nodding head, blinking eyes), Gesture, Facial Expression play an important role in presentation. For effective presentation, body language plays very vital role and helps the audience to understand the conveyed message very easily.</p>

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UNIT-5 : INTERVIEWS		
<p><u>Defintion and Types of Question Generally asked at the interviews.</u></p> <p>“An interview is a formal meeting in which a person evalutes or consults another person. It is a kind of meeting between two pesons for the purpose of getting view of each other.”</p> <p><u>Purpose :</u> The purpose of an interview is clear as it is for gathering relevant data about a candidate for a particular job position, promotion or making a selection panel.</p> <p><u>Types of Question :</u></p> <p><u>Open Que. :</u> Candidate can have a space to speak about a topic or subject widely. (Tell us about ...)</p> <p><u>Closed Que. :</u> Candidate has to give particular answer or there is no space to speak widely. (Que. abt salary and qualification)</p> <p><u>Clarity Que.</u> the main purpose of a question is to find out subject clarity (Tell us abt ur Ph.D topic)</p> <p><u>Suggestive Que :</u>Interviewer can ask question to understand the candidate's response clearly or in particular direction</p> <p><u>Situation Que:</u> In this type of question, interviewer can give a situation to handle to a candidate. (Suppose your company is facing the problem of strike..)</p>	<p><u>TYPES OF INTERVIEW :</u></p> <p><u>Personal :</u> In this interview, besides providing information about the job and the organization, preliminary information is sought on past work experience, education and motivation.</p> <p><u>Patterned :</u> In this kind of interview what is to be asked is already structured</p> <p><u>Non-directive Interview :</u> In this interviewing technique, there is a minimum use of direct que.</p> <p><u>Stress Interview :</u> It is a deliberate attempt to create tension and pressure</p> <p><u>Behavioral Interview :</u> The behavioral interview considers the candidates' past performance as the indicator for their future performance.</p> <p><u>Depth Interview :</u> This kind of interview is usually very time consuming because a lot of time is spent with the applicant to get detailed information on various core areas of knowledge and skills of the job.</p> <p><u>Group Interview :</u> A topic of discussion is assigned to the group of applicants and their performance is evaluated by Interviewers.</p> <p><u>Panel Interview :</u> . Hence most organizations invite a panel of experts, specialized in different disciplines, to interview candidates.</p> <p><u>Telephonic Interview :</u> Telephonic interview takes place in a traditional structure of questions on telephone. it saves time .</p> <p><u>Video Conferencing Interview :</u> This is like face to face interview but possible for the candidate who is far away from the place.</p>	<p><u>Tips for Interview + Non Verbal Aspects for interview :</u></p> <ul style="list-style-type: none"> - Candidate should have clear picture of the company profile. - Candidate should prepare the interview file with necessary documents. - Candidate should express achievements in interview process. -Revision of subject knowledge will help the candidate. - Good dressing and behavioir is also required. - Good negotiating skill is also required. -Knowledge about current affair is also important. <p><u>Importance of Non-Verbal Aspects</u></p> <ul style="list-style-type: none"> - Candidate's politeness and attentiveness can be /elected by non-verbal communication. Even paralanguage indicates so many things. - Good physical appearance attributes highly positive features of individuals. - With certain touches we can show our position inclination toward individuals while if not aware of certain rules of touch within a specified culture we may attribute a negative regard. Hand gestures can often convey a message of a ward or a sentence.
UNIT-5 : GROUP DISCUSSIONS		
<p><u>Definition and Group Discussion as a part of selection Process</u></p> <p>Group discussion is a systematic oral exchange of information, views, issues, problems, and opinions about a topic, or situation among members of a group who share certain common objects. Group discussion can judge the candidate, his ability of communication, personality, knowledge, convincing power and ability to manage organization. 8 to 10 candidates and 20 to 30 min. required.</p> <p><u>Subject Knowledge:</u> Wide knowledge on general topics, current affairs, can achieve by newspaper, magazines, television</p> <p><u>Presentation :</u> In group discussions, an effective communication skill also plays an important role.</p> <p><u>Language :</u> The selection committee observes the language proficiency, verbal expressions, vocabulary power, sentence structure and clarity of language.</p> <p><u>Logic and Clarity :</u> Discussions should be logical and clear in thoughts and expressions.</p>	<p><u>Guideline For G.D. + Role Function in G.D.</u></p> <p><u>Langauge :</u> Formal, Easiness in language, Avoid colloquial language</p> <p><u>Voice :</u> Meek and polite, Not too loud and too low</p> <p><u>Dress Code :</u> Formal wear, Men in formal suits, Ladies in formal Sarees or Salwar Kameez</p> <p><u>Body Language :</u> Quite formal (straight, hands either on the table or formally on the lap),Keep smiling face</p> <p><u>Gestures :</u> Do not show fingers to any one, Use all fingers to indicate</p> <p><u>Courtesy</u> in discussions indicates our level of culture and sophistication.</p> <p><u>Role Function :</u> The main role of a participant in a group discussion is to express logical views on the topic. It should be resulted into proper justification of a subject, evaluation of all the aspects, clear presentation and proper conclusion. Participant should try to lead the discussion from its beginning, mid part and finally towards its conclusion.</p>	

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UNIT-7 : PARAGRAPH DEVELOPMENT		
Definition + Topic and Supportive Sentence	Attributes /techniques of a good paragraph	Types of Paragraph
<p>Paragraph is a piece of writing , constructed by several related sentences with one central idea. The central idea is the topic or subject of a paragraph. A paragraph is a number of sentences grouped together which deal with one topic or a single point.</p> <p>Topic Sentence : Topic sentence means a sentence that expresses the main idea of a paragraph.</p> <p>Supporting Sentences : Supportive sentences support topic sentence. By small supporting sentences, the related explanation and information can be written.</p> <p>“A paragraph is the sum total of topic sentence and supportive sentences.”</p>	<p>The writing of paragraph should be precise, correct, purposeful, clear, concise and meaningful.</p> <p>Unity : Entire paragraph should be with central idea of the paragraph.</p> <p>Coherence : Coherence means the logical relationship between the elements and the compositions.</p> <p>Length : Nothing should remain untold and it should be easy in decoding process.</p> <p>Adequate Development: Paragraph should be written with proper depth. There should be combination of topic sentence and supportive sentence</p>	<p>Narration Paragraph: Narration paragraphs are most distinctively used in fiction.</p> <p>Exposition Paragraph: It's created in order to clarify or explain a problem or a phenomenon</p> <p>Definition Paragraph : Definition paragraphs are used in order to explain the meaning, origin and function of things.</p> <p>Description Paragraph : Preferably, description paragraphs should concentrate on action (verbs), rather than sensations</p> <p>Process Analysis Paragraph : It, usually, takes the form of a how-to paragraph which guides readers through a process or action to be performed</p> <p>Persuasion Paragraph : Persuasion paragraphs aimed at persuading others into taking a particular action or adopting certain point of view.</p>
UNIT-9 : TECHNICAL REPORTS		
Definition and Types of Reports	Format /Structure of Report	Characteristics and Purpose/Objectives
<p>Defintition : A report may be defined as a formal document based on collection of facts, events and opinion and usually expresses a summarized and interpretative value of information.</p> <p align="center">Types :</p> <p>Formal report: Prepared in a prescribed form, lengthy reports hundred pages. Annual Report</p> <p>Informal report : Form of a person to person communication, brief report daily production reports.</p> <p>Routine reports : Prepared and presented at regular intervals.</p> <p>Special reports: Prepared and presented to convey special information related to an individual ,occasion or problem. thesis,</p> <p>Informational : presentation of data/information without any analysis or interpretation or recommendations. Conference report, seminar report</p> <p>Analytical : Presentation of data/information with analysis or interpretation or recommendations. Project reports, Feasibility reports,</p>	<p>(1) Printed Format : It is written in the prescribed form by the organization. All one need to do is to fill in the blanks in this printed form. For example, sales reports, tour reports.</p> <p>(2) Letter Format : It is a short reports of a few pages. includes illustrations, footnotes, references and so on.</p> <p>(3) Memo Format : A memo- memorandum format is mainly used for short reports to be communicated within organization. It is used to send from one department to another</p> <p>(4) Manuscript Format : The manuscript format is generally used for long and formal reports.</p> <p>The following is structure of manuscript format.</p> <p>The Title Page, Acknowledgement, Letter of Transmittal,Table of contents,Abstract and Executive summary,Introduction,Findings Conclusion,Recommendation, Appendix Reference and Bibliography</p>	<p>Purpose : To give information about the organization's activities, progress plans and problems</p> <ul style="list-style-type: none"> - To record events for future reference in decision making - To recommend specific action .To present facts to the management to help decide the direction the business should choose. <p align="center">Characteristics :</p> <p>Brevity : Fewest use of words with total understanding.</p> <p>Accuracy : Date collection should be accurate .</p> <p>Clarity :</p> <p>Reader Orientation : must reader oriented.</p> <p>Objectivity of Recommendations : The recommendation must be impartial</p> <p>Simple and unambiguous language</p> <p>Grammatical Accuracy</p> <p>Special Format</p> <p>Illustrations</p>

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UNIT-10 : TECHNICAL PROPOSALS		
<u>Definition and Types of Proposals</u>	<u>Purpose and Characteristics of Proposals</u>	<u>Structure/Format of Proposals</u>
<p>A piece of communication – either oral or written which can persuade someone to accept the suggested views or ideas is a proposal. It is systematic, factual, formal and persuasive description of a course of action or a set of recommendations.</p> <p align="center">Types :</p> <p>Formal : Lengthy proposal, For big projects. Non-Formal : Brief proposal, For small projects. Internal : Proposal for reader within organization. External : Proposal for reader outside the organization. Solicited : Proposal written in response of a request from client. Unsolicited : Proposal written without any request.</p>	<p>Purpose : To initiative a new project</p> <ul style="list-style-type: none"> ➤ To provide fresh ideas ➤ To solve problems ➤ To reinforce innovative strategies ➤ To conduct the basic research before developing a new plan ➤ To modernize the office procedures of an organization <p>Characteristics :</p> <ul style="list-style-type: none"> - Proposals should be more creative - Proposal should contain a course of action with the rationale. - Proposal should keep in mind the customer's convenience, financial benefit and prestige. - Proposals look attractive and written neatly. - Proposals should include background, objective , description , summary of the problem. (You can also add characteristics of Technical Report) 	<ul style="list-style-type: none"> • Title Page • Table of Contents • List of Figures • Abstract or Summary • Methodology • Introduction • Statement of the problem • Proposed plan and schedule • Advantages /Disadvantages • Recommendations • Conclusion • Appendix
UNIT-11 : TECHNICAL DESCRIPTIONS		
<p>Definition : Technical description defines the objects and process of the technology. It provides the information and terms, name of the part, its process by description, illustrate and explain. Technical description makes the technical process easy to understand to the reader. Technical Description means the detailed discussion of the physical aspects of a thing. That means discussing things like color, shape, size, weight, height, width, thickness, texture, density, contents, materials of construction, and so on. It is simply breaking down large amounts of information into more manageable portion.</p> <p>Definition of an Object Or a process : The Technical description starts with definition of an object and also explains the process of the technology. Defining an object provides the reader with general information for the description for the description which follows. Descriptions appear more often as a sentence or two here, a paragraph there, or a whole section there.</p>	<p>Guidline /Tips for Writing Technical Descriptions In the process of technical description, writer should mention the contents and structure properly.</p> <ul style="list-style-type: none"> - Introduction. Plan the introduction to your description carefully. Make sure it does all of the following things (but not necessarily in this order) that apply to your particular description: - Indicate the specific object about to be described. - Indicate what the audience needs in terms of knowledge and background to understand the description. - Give a general description of the object and its function, cause, or effect. - Give an overview of the contents of the description. <p>Background. If the thing you are describing is not likely to be familiar to most of your readers, consider adding some background before you plunge into the actual description. The main part of your description is the discussion of each parts or characteristics. You must divide the thing you are describing into parts or characteristics or both.</p>	<p>Sources of Description : Use the following list to plan your description or to review a description you have written. Color, height, width, shape, weight, materials texture, width, location methods of attachment, depth, amount, pattern, design, ingredients age, subparts, length and finish.</p> <p>Miscellaneous Concerns : You should use numerals in running text when the number indicates an exact, measured or measurable amount or when it represents a critical value. We can use abbreviations freely. The most common problem with symbols in the descriptions is between inch (") and feet (').</p> <p>Graphics and Format : In most descriptions, you will need at least one illustration of the thing you are describing with labels pointing to the parts. You can also add headings, subheadings, Lists and special notes.</p>

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UNIT-12 : EFFECTIVE READING SKILLS		
<u>Purpose of Reading</u>	<u>Skimming and Scanning : Techniques of Reading</u>	<u>What is Reading Comprehension ? Tips</u>
<p>The main purpose of reading is to decode the message which is written. This decoding in reading refers to the process of changing the coded message into information. There are different purposes for reading. We read for information, for knowledge, for entertainment, for training, for teaching.</p> <p>Reading for interest of pleasure is usually fulfilled through reading fiction, while reading to learn is associated with informative articles. Reading for information may be both internal and external.</p> <p>“Reading is thinking under the stimulus of the printed page.” Or “Reading is a psycholinguistic guessing game.”</p>	<p>Skimming and Scanning are two techniques for reading.</p> <p>Skimming : Skimming means the process of reading to get a rough idea of what the text is all about. The main purpose of Skimming is to understand the central idea and the main points of a text. When you read the newspaper, you're probably not reading it word-by-word, instead you're scanning the text. Skimming is done at a speed three to four times faster than normal reading. Skimming is used to quickly identify the main ideas of a text.</p> <p>Scanning : Scanning helps to find out particular information or fact. Scanning is a technique you often use when looking up a word in the telephone book or dictionary. You search for key words or ideas. Scanning is very useful for finding a specific name, date, statistic, or fact without reading the entire article.</p>	<p>Reading comprehension is the process of constructing meaning from text. Reading comprehension is defined as the level of understanding of a writing.</p> <p>Tips : To understand comprehension, one should read a fairly long portion of the comprehension. It helps to establish report with the central idea of it. Develop reading practice and try to read attentively every time. Never judge on the base of short paragraph or small part of comprehension but read entire section and if needed then scan it .Use the technique of Skimming and Scanning where necessary. While reading a comprehension, mark or underline difficult words, make points or highlight important words. This will help to involve you in reading process. . Recall the paragraph and find out the central idea and also find out the purpose of comprehension. For better understanding of a passage, large word power and language command requires.</p>
UNIT-13 : JOB APPLICATION		
<u>Types of Resume</u>	<u>Essential Parts of an application</u>	<u>Resume related Question</u>
<p>Chronological Resume : Chronological resume focuses/emphasizes on education and experience. It lists entries in reverse order, beginning with most recent experience and degree.</p> <p>Functional Resume : Functional resume focuses on professional skills developed during your employment rather than on the when, where and what of each position. It organizes your experience in terms of skills and accomplishments.</p> <p>Combination/Hybrid Resume : Combination resume is a combination of both the chronological and the functional format. It demonstrates your skills and experience as themes and then your employment experience follows chronologically.</p> <p>Electronic Resume : An electronic resume, also called a scannable resume, is a plain text (ASCII) or HTML document.</p>	<p>An application is made of two essential parts: (1) Resume (2) Cover Letter or Application Letter.</p> <p>Resume includes Heading (Name,Address etc) Objective,Edu. Qualification, Work Experience, Achievement /Awards, Special Skills, Hobbies, References etc.</p> <p>Cover Letter or Application Letter includes Date, Writer's address, Recipient's address,Subject, Salutation.</p> <p>Introduction. (It includes Mention from where you discovered the job applying, Mention specific job you are applying for)</p> <p>Conclusion is a optimist call for interview. It can be written e.g. I wish to hear from you soon Give your contact numbers.</p>	<p>Difference between Resume and C.V. A resume is a one or two page summary of your skills, experience and education. While a resume is brief and concise - no more than a page or two, a Curriculum Vitae is a longer (at least two page) and more detailed synopsis.</p> <p>Importance of Resume : Resumes tell a lot about you to your employer. the main objective of a resume is winning a job, interview by highlighting the applicants fitness for a particular position.</p> <p>Tips for writing Resume :</p> <p>(1) Avoid writing text (2) Use short sentences (3) Be brief (4) Avoid spelling and grammatical errors (5) List your achievements/awards/skills in sequence (6) Do not exaggerate your achievements (7) Be reasonable in showing your achievements/skills (8) Make resume reader oriented</p>

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Unit-8 : Letter Writing				
Structure and Layout (Common Four Form of Business Letter)				
Full Block Form	Semi Block Form	Indented Form	Hanging Paragraph Style	Basic Parts
<p>..... 14th January</p> <p>..... Dear Sir,</p> <p>.....</p> <p>Yours faithfully</p>	<p>..... 14th January</p> <p>..... Dear Sir,</p> <p>.....</p> <p>Yours faithfully,</p>	<p>..... 14th January</p> <p>.....</p> <p>Dear Sir,</p> <p>.....</p> <p>Yours faithfully,</p>	<p>..... 14th January</p> <p>..... Dear Sir,</p> <p>.....</p> <p>Yours faithfully,</p>	<p>(1) Letter Head (2) The Date</p> <p>(3) Inside Address</p> <p>(4) Salutation (5) Body</p> <p>(6) Complimentary Close (7) Signature</p>
<p>Basic Parts of Business Letter (Structure) : (1) Letter Head/Heading : top center, includes sender's name, address, telephone, e-mail. (2) Date : Below heading, British :14th July,2010 American: July 14,2010. (3) Inside Address : Receiver's name and address (Block and Indented Form) (4) Salutation : Below Inside Address, (Dear Sir is salutation) (5) Body/Text/Script : Introductory, Main ,Closing Paragraph (6) Complimentary Close : Below body, (Yours faithfully, Yours truly is complimentary close) (7) Signature : It is proof (Single signature, Per Pro Signature (authority given to someone) , Partnership Signature (two or more partners)</p>				
<p>Basic Principles for Effective Business Letter : (1) The "You" Attitude : While writing letter, one should keep in mind the reader's benefits and advantages for them. (2) Clarity (3) Courteousy (4) Grmmatical Accuracy (5) Brevity (6) Use Right Tone (7) A Powerful Beginning and Conclusion</p>				
<p>Optional (Occasional Parts) of Business Letter : (1) Subject line : Written space below salutation (2) Enclosures : Written below signature, It is attachments. (3) Identification Line : Below Signature : Any Identification (MPS/RP) (4) Attention line : Between Inside address and salutation Warning (For example : Attention : Chintan Mahida (7) Post Script : Any special line at the end of letter</p>				
Inquiry Letter (Solicited)		Inquiry Letter (Unsolicited)		Inquiry Letter (For quotation)
<p>Sub : Inquiry for __ (table fan) _____ We are very much impressed by your advetismen of _____ in (newspaper). We have been dealing in _____ for the last 10 years. We want to purchase _____. Please send us your latest pricelist and catalogue.</p>		<p>Sub : Inquiry for __ (t.v) _____ We have been dealing in _____ for the last 10 years. Now we have come to know that your company manufactures _____. We want to purchase _____. Please send us your latest pricelist and catalogue.</p>		<p>We have been dealing in _____ for the last 10 years. Now we have come to know that your company manufactures _____. We want to purchase _____. Please send us your cometiive quotation. As our order is large, we request you to offer maximum discount and favourable terms of payment.</p>
<p>Common Ending } Inquiry Letter } If your terms and conditions , facilities and mode of payment are favourable , we shall place our order soon. We eagerly wait for your prompt and favourable reply. Thank You.</p>				
Complaint - Damaged Goods		Complaint - Inferior Goods/ Wrong Good		Complaint – Late Delivery/Late Execution
<p>Sub : Complaint about damaged _____ We have received the consignment sent on _____. We thank you very much for prmopt execution of our order. We regret to inform you that on opening the consignment, we have found _____ in damaged condition. We instructed you clearly to pack the goods properly. It seems you haven't paid enough attention. We can sell the damaged goods if you give __% discount. You know very well that our customes don't buy the goods even with a slight fault.</p>		<p>Sub : Complaint of Wrong Goods We have received the consignment sent on _____. We thank you very much for prmopt execution of our order. However , we regret to inform you that you haven't sent the good as ordered by us. On opening the consignment, we have found _____ of inferior quality / different brand. They do not match with sample shown to us. It is difficult for us to sell this brand/item to our customes. However, we shall try to sell them if you reduce the price by 20%.</p>		<p>Sub : Complaint for late delivery. We have placed our order for _____ on (date). You had assured us that the goods will be delivered within 15 days. Still we have neither received the goods nor any message from you./ We haven't received the goods within stated period. Your silence supprises us. Please let us known if you are going to supply us the said goods. We hape that we shall not have to cancel our order.</p>

COMMUNICATION SKILLS IN 2 HOURS

(A Short, Comprehensive and Effective Revision before GTU Examination)

Complaint- Shortage in Quantity	Complaint – Defected Goods	Complaint - Discourteous Behaviour (person's name and address on letter head)	
<p>Sub : Complaint for shortage in quantity We have placed an order of _____. Thank you for sending goods in time. However , we regret to inform you that there is shortage in the quantity of ____ supplied by you.Please refer to our above stated order wherein we had placed the order for _____. When we opened the parcels/ boxes, we found that only _____ are sent to us. Surprisingly, you have billed us for _____ Please look into the matter and supply the remaining goods and make suitable adjustment.We look forward to your prompt response.</p>	<p>Sub : Complaint about damaged _____ We have received the consignment sent on _____. We thank you very much for prmopt execution of our order. we regret to inform you that on opening the consignment, we have found _____ defected/ not properly working/ making noise.We can sell the defected goods if you give ___% discount after repairing. Or We shall send them back at your cost. You know very well that our customes don't buy the goods even with a slight fault.</p>	<p>Sub : Complaint abt discourteous behaviour I visited your store/ showroom/ mall to buy _____ on any date. I regret to inform your that a salesman of your store behaved discourteous with me instead of paying attention my requirements. He/She answered foolishly. She /He behaved badly with me. So we left the stores without purchasing anything. If your employees misbehave with customers, it will affect your business. We would not like to visit your store again to have such an insulting behavior form your employess.Please look into the matter and take appropriate steps.</p>	
Common Ending of Complaint letter : We request you to inform us your decision immediately.			
Adjustment Letter for all complaint (damaged/Shortage/Delay execution/defected/discourteous behaviour)			
<p>Sub : Adjustment for damaged _____, inferior /different brand _____, shortage in Quantity , Late delievery We have received you complaint letter of (date). We are sorry to know that you have received _____(related complaint) (20 <u>damaged cupboards, 50 cupboards instad of 100, different brand of cycle</u>). We have come to know through our investigation that --- (any reason for complaint, for exmample, a slight accident occurred/our employees made mistake during packing/on any reason which you have in ur mind during exam). (<u>Write down any appropriate adjustment like you can send the goods back at our cost/We will give you discount</u></p>			
We regret the difficulties caused to you. We assure you that our excellent services will continue			
SAMPLE OF JOB APPLICATION, RESUME, REPORT (LETTER), REPORT (MEMO)			
JOB APPLICATION	RESUME (Chronological)	REPORT (LETTER FORMAT)	REPORT (MEMO FORMAT)
<p>Chintan A. Mahida Anand-Vidyanagar Anand Date : 9th July,2010</p> <p>To, The Manager Sales India Dear Sir, Sub : An Application for the Post of _____.</p> <p>With reference to ur advertisement in _____ on (date), I would like to apply for the above mentioned post. I request you to judge my candidature and competence in the light of my enclosed resume. I eagerly await your call for personal interview. Yours faithfully,</p>	<p>Mr.Chintan Mahida A-V Road, Anand</p> <p>Personal Details : It includes Nationality, Blood Group, Weight, Height, Status Career Objective :</p> <p>Postion Sought :</p> <p>Experience :</p> <p>Education Qualification :</p> <p>Special Skills :</p> <p>Awards Achievement :</p> <p>References :</p>	<p>MEGHA ENGINEERING WORKS SURAT</p> <p>21st December,2009</p> <p>The Managing Director Megha Engineering works</p> <p>Dear Sir, Sub : Report on problem of</p> <p>In accordance with your instruction given to me on_____ I submit my report on..... Let me first expose the causes of the problem. Therefore, let me recommend some short term and long term measures. <u>Recommendations</u> (1) Long Term Measures (2) Short Term Measures</p> <p>Yours faithfully,</p>	<p>MEGHA ENGINEERING WORKS SURAT</p> <p>Date : 21st December,2009 Ref : The Managing Director To : Managing Director From : Chintan Mahida, Secretary Subject : Report on problem of ...</p> <p>Write briefly causes / reasons of the problem (means report in brief.)</p> <p style="text-align: center;"><u>Recommendations</u></p> <p>Write recommendations in brief.</p>