



**STUDY MATERIAL FOR B.COM (COMMERCE)**  
**BUSINESS COMMUNICATION**  
**SEMESTER - III, ACADEMIC YEAR 2020 - 21**



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## UNIT – I COMMUNICATION

### **Meaning and Nature of communication**

The word 'secretary' has its origin in the Latin word 'communes' which means common. It is the act of sharing or imparting a share of anything. Communication is the act of influencing and inducing others to interpret an idea in the manner intended by the speaker. It is an exchange of facts, ideas, opinions or emotions by two or more persons. It is the process by which information is transmitted between individuals so that an understanding response results.

Communication is the process of passing information from one person to another. The purpose of communication is to understand information. Whatever one wants to convey to other should be clearly understood by him else the very purpose of the communication would be defeated.

### **Defeated – Njhw;fbf;fg;l;J**

In an organization communication facilitates the flow of information and understanding between different people and departments through different media using all the channels and networks. This flow of information is vital for managerial effectiveness and decision making in general and for human resource manager in particular as he has to be in contact with the managers of various departments, employees and workers and trade union leaders.

### **Importance of Communication**

#### **Base for Action:**

Communication acts as a base for any action. Starting of any activity begins with communication which brings information necessary to begin with.

#### **Planning Becomes Easy:**

Communication facilitates planning. Planning is made easy by communication. Any type of information regarding the human resource requirement of each department of the organization with their qualifications, the type and kinds of job etc. can be collected through communication which helps in human resource planning. Policies and programs for their acquisition can be prepared and implemented. In the entire process communication plays a vital role, it also facilitates managerial planning of the organisation.

#### **Means of Coordination:**

Communication is an important tool for coordinating the efforts of various people at work in the organisation.

#### **Aids in Decision-Making:**

The information collected through communication aids in decision-making. Communication facilitates access to the vital information required to take decisions.

#### **Provides Effective Leadership:**

A communication skill bring manager near to his subordinates and exchange ideas and submits appropriate proposals, knows their opinions, seeks advices and make decisions. This



enables a manager to win confidence of his subordinates through constantly communicating with them and removing probable misunderstandings. In this way he leads his people to accomplish the organisational goal.

**Boosts Morale and Motivation:**

An effective communication system would be confidence among subordinates and workers ensuring change in their attitude and behaviour. The main cause of conflict and dissatisfaction is misunderstanding which can be removed through communication skills. The removal of misunderstanding makes manager and his subordinates understand each other and create good industrial relations. This boosts up the morale of the people and motivates them to work harder.

**TYPES OF COMMUNICATION**

Communication styles change from person to person. During the process of communication, a person may invoke several channels or modes or methods to convey a message. On the basis of the communication channels, types of communications are:

- A. Verbal
- B. Non-Verbal

**A. Verbal**

This involves the use of language and words for the purpose of passing on the intended message. In general terms, Verbal Communication means communication in the form of spoken words only.

**Written Communication:**

This kind of communication involves any kind of exchange of information in the written form. For example, e-mails, texts, letters, reports, SMS, posts on social media platforms, documents, handbooks, posters, flyers, etc.

**Oral Communication:**

This is the communication which employs the spoken word, either direct or indirect as a communication channel. This verbal communication could be made on a channel that passes information in only one form i.e. sound, face to face, or over the phone, or via voice notes or chat rooms, etc. It all comes under the oral communication. This form of communication is an effective form.

**B. Non-Verbal Communication**

In this type of communication, messages are relayed without the transmission of words. The messages here are wordless messages. This form of communication aides are verbal communication. It supplements it with gestures, body language, symbols, and expressions.

**Physical Non-verbal Communication**

This is the sum total of the physically observable. For instance, hand gestures, body language, facial expressions, the tone of one's voice, posture, touch, and others.

**Para language:**

This is the art of reading between the lines. The main kind of such communication is done with the tone of one's voice. Along with the tone of voice, the style of speaking, voice quality, stress, emotions, or intonation serves the purpose of communication.



## **Intonation – xj;jpirT**

### **Aesthetic Communication**

Art is an important means of communication. Through the paintings or other forms of art, an artist can convey the strongest messages. Several times in the history of the world, art has been used as an effective form of nonverbal communication.

### **Appearance**

The first impression sets the tone. People will react to your appearance and this is a fact of life. All determine the reaction of your audience.

## **FORMS OF COMMUNICATION**

### **Intrapersonal:**

Intrapersonal is a term that describes communication in your internal being. Self-talk can encompass such behaviours as the thoughts you think, affirmations you recite, and the mental notes you make throughout the day.

### **Affirmations – cWjpnkhops;**

### **Interpersonal:**

Interpersonal refers to interaction between two or more people. It follows then, that interpersonal communication involves communication between two or a few people. This is one of the most easily identifiable forms of communication because it is in our everyday lives at nearly every moment.

### **Computer Mediated:**

This term wraps all forms of communication that takes place between people into one. Computer mediated communication allows people to talk through email, texting, blogging, instant messaging, tweeting or chatting on social networks such as the snap shot below of Facebook. All of these forms are used socially and in the world of business.

### **Small Group:**

Communicating in a group of 5-10 people is considered small group communication. As students, we encounter this type of communication frequently in the classroom, especially when working on group projects. Small group communication is less personal than interpersonal communication; however, both utilize the same basic skill set.

### **Public Speaking:**

Public speaking is communication between a speaker and an audience. When public speaking occurs, it can range from two people to several hundred people. Through public speaking it is the speaker's job to inform or persuade the audience on what he or she is trying to sell/ market.

### **Mass:**

Mass communication is the biggest form of communication. It involves sending a message from one source to many receivers. Example: Rock bands are very good at being mass communicators.

## **BARRIERS TO COMMUNICATION**

The barriers in communication may be broadly classified into external, organisational factors.



### **External barriers**

External barriers may affect communication in any context. Such external barriers may be in the following forms.

### **Semantic barriers**

Semantic barriers are caused in the process of receiving or understanding of the message during the process of encoding and decoding the ideas and words. These barriers arise from the linguistic capacity of the parties involved. The following are some of the semantic barriers.

#### **Linguistic – nkhopapay;**

##### **Badly expressed message**

Lack of clarity in a message makes it badly expressed. Poorly chosen and empty words and phrase, careless omission, bad organisation of ideas and failure to clarify implications are some faults found in this case.

##### **Faulty transactions**

Every manager receives various types of communication from superiors. He must translate information suitable to his subordinates. This needs a high level of linguistic capacity. Approximate understanding of word and consequent faulty translation lead to heavy loss.

##### **Specialist's language**

Technical, personnel, and special groups tend to develop a peculiar language of their own. This increases their isolation from others and builds a communication barrier.

##### **Emotional or psychological barriers**

Emotional or psychological barriers are the prime barriers in inter personal communication.

##### **a) Failure to communicate**

The managers often fail to transmit the needed messages. It is because of laziness on the part of the communicator on assuming that everybody knows.

##### **b) Distrust of communicator**

Communicator's distrust arises out of illogical decisions or frequent countermanding of original communication by the communication unsuccessful.

### **Organisational Barriers**

#### **Organisational policies**

The general organisational policy regarding communication acts as a guideline to everyone in the organisation. The policy might be in the form of explicit declaration in writing.

#### **Organisational rules and regulations**

Organisational rules may restrict the flow of certain messages and may leave out may important ones. The communication through proper channel in a specified way prescribed by these rules delay it and works against the willingness of persons to convey the message.

#### **Status relationship**

The placing of people in superior subordinate capacity in the formal organisation structure blocks the flow of communication. When there is a great difference between various



positions in terms of their status, greater would be the possibility of communication breakdown.

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## **UNIT - II**

### **LETTER WRITING**

#### **Letter writing**

A letter is the cheapest and the most common device for contact between parties. It will represent the writer. It speaks to the addressee on behalf of the writer. The face expressions of the writer and recipient need not be known to each other. So, to create the best relations, letters should be written in a clear and understanding way. The chief aim of a business letter is to express the required matter clearly and correctly, impress the readers effectively.

#### **Principle of letter writing**

##### **Clarity**

The primary quality of a good letter is that it should be clear to both the parties. The receiver should immediately understand what the sender has conveyed in the letter. The letter should be properly punctuated, sequenced and well organised. The sentence pattern should be well constructed.

##### **Correct language**

Good composition is invaluable in commercial correspondence. A personal meet can be substituted by a good letter written in good language. A letter must have a good start to create an impression on the reader.

##### **Conciseness**

As far as possible, the letter should be brief. A businessman has no time to go through lengthy letter. Therefore, the letter must be concise and the matter connected with the business should be included. Conciseness here stands for giving much information in few words. In no case, clearness should be sacrificed to achieve conciseness. At the same time, courtesy must not be sacrificed at the cost of brevity.

##### **Courtesy**

The tone of the letter should always be polite. If a businessman writes a polite letter, he does not lose anything. On the contrary, he wins long lasting friends. Courtesy sweeps away anger and pacifies an offended person. Due courtesy, if shown by an officer, will win him the loyalty co-operation and assistance of his subordinates.

##### **Convincing**

The letter written should convince the other party that the facts stated therein are correct. If a new product is to be introduced in the market, the letter should indicate that the firm has manufactured the product after years of research, the quality has been approved by the Indian Standard Institute.

##### **Accuracy**

A good letter is always written correctly and is always in correct form. The letter must be free from mistakes, errors of punctuation, misspelling, grammatical incorrectness etc.

#### **Inaccuracy destroys confidence**

**Destroys - அழிக்கிறது**



### **Completeness**

The businessman should see that the draft reply contains complete information asked for in the letter to which a reply is to be sent. For this purpose, it is advisable that he should read the latter and ensure that no point is left unanswered. The reply should be self-explanatory or complete in itself leaving no basis for any further explanation, clarification or correspondence.

### **Concreteness**

A businessman should not approach any matter in a negative manner. He should always start writing with a positive approach. The tone of his letter should always be friendly and convincing. He should avoid the use of unfamiliar words or insulting words.

## **QUOTATION LETTER**

### **Enquiry about printing a book**

Mr. M. Sathish,  
14, Anna salai,  
Chennai-627 117.  
25<sup>th</sup> April 2020

M/S Commercial Arts & Crafts,  
69, South Car Street,  
Sivakasi – 626 123

Sir,

I wish to publish a book on "Business Communication" for B.Com., students of our University I shall supply D/D 11.7 RPM paper for the printing of 500 copies. The number of pages to be printed in 1 x 8 D/D size will be approximately 160. I request you send a quotation for the printing and binding charges for the above book. I shall also be thankful to you if you complete the printing and binding within fifteen days of supply of computer typesetting matter. I expect your earlier reply.

Yours sincerely,

M. Sathish.



REPLY TO THE ABOVE ENQUIRY LETTER

**Commercial Arts & Crafts**

9, South car street,  
Sivakasi – 626 123  
29.03.2020  
Mr. M. Sathish  
14, Anna salai,  
Chennai-627 117.

Sir,

We thank you for your enquiry dated 25<sup>th</sup> march 2020 for printing of Business Communication Book. We have pleasure to send you the following quotation.

Number of copies to be printed	: 500
Number of pages	: 160
Size	: 1 x 8 D/D
Printing (Colour)	: In Black Ink
Plate making	: Rs.150/- per plate (8pages)
Printing charges	: Rs.150/- per plate
Binding Charges	: Re 1 per book
Wrapper	: J.K.Board – single colour Rs.900/-
Double Colour	: Rs.1200/-
Delivery	: Ten days of supply of materials
Remarks	: Payment should be made on presentation Of our bill

We trust that our quotation will be found acceptable to you and if so please confirm.  
We look forward to receive your valuable order.

Yours faithfully,

For Commercial Arts & Crafts



**ORDER LETTER**

**STUDENTS BOOK STORES**

5, Bus Stand,  
Tirunelveli – 627 001.  
30<sup>th</sup> June 2020.

M/S S. Chand & Co.,  
Ram Nagar,  
New Delhi – 110 005.

Dear Sir,

We request you to supply the following books:

- |                              |   |                         |
|------------------------------|---|-------------------------|
| 1. Advanced Accountancy      | – | M.C.Shukhla 100 copies  |
| 2. Mercantile Law            | – | M.C.Shukhla 50 copies   |
| 3. Principles of Company Law | – | B.N.Tandon 50 copies    |
| 4. Cost Accounting           | – | R.S.N.Pillai 100 copies |
| Marketing                    | - | R.S.N.Pillai 100 copies |

We request you to allow us usual discount and despatch by passenger train so as to reach us not later than 15<sup>th</sup> April 2020.

We trust you will give this order your prompt attention.

Yours faithfully,

For Students Book Stores.



### **TENDER LETTER**

#### **The Owners' Corporation of XYZ Building**

Date :

To: Tenderer

Tendering Result (For successful tenderer)

I refer to the tender submitted by your company for [description of the goods / services\* required]. I am pleased to inform you that the Owners' Corporation has, after prudent consideration of your tender, decided to award the contract to your company. Please contact \_\_\_\_\_ [Name / post] of the Owners' Corporation at \_\_\_\_\_ to discuss the subsequent arrangements.

Stamp and Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Chairman of  
Management Committee of the Owner's Corporation



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**SALES LETTER**

**From:**

k.Gayathri  
Beauty Herbals Limited  
10, General Market  
Mumbai.

**To:**

Gracemel Kim  
General Manager,  
PPKK Beauty Clinic,  
Delhi.  
16th March, 2020.

Dear Madam,

We are introducing our new product with great pride and pleasure 'Fair and Beauty Lotion' to you.

It is one of the best beauties making products available in the market today. It is famous product in many overseas market. We are providing this to you at very low cost. Our claims are only based on different feed backs received from various clients and not based on self-judgment.

We humbly request you to try this item in your centres and we assure you that you would be in a great pleasure with the results. Our Senior Sales men would be ready to keep in touch with you to describe you more about our product.

Thanking You,

Sincerely,

Mariya John  
Vise President - Sales

**CLAIMS AND ADJUSTMENT LETTER**

**Dear Sirs,**

On March 1, we ordered and subsequently received one case of handsaws, model 88b. We paid for the order with our cheque no. 7293, a photocopy of which is enclosed.

When we decided to order these saws instead of model 78b, it was at the urging of your sales representative, Mr. Ali Naeem. He assured us that the new saws were more durable and efficient than the older model.

However, we have now had the saws on our selling floor for three weeks, and already six have been returned with broken teeth by extremely dissatisfied customers.

We are therefore returning the entire order of 88b saws and would like to be refunded for their full purchase price plus shipping expenses.

Yours truly,



### **ADJUSTMENT LETTER**

**Dear Mr. Ali,**

Your new lawn umbrella is being shipped prepaid today. It should arrive in a few days. Thank you for returning the torn one. Because a mended umbrella might not be water resistant, we are sending you a new one, so that you can keep your new lawn table protected. You will notice that the new umbrella is made of tiny located nylon, which has proved superior to the polyester and cotton one you bought last year.

When you need lawn furniture and accessories, you will find everything from small tables to foundations in our latest catalogue. You can rely on our guarantee of high quality and "satisfaction or your money back."

Yours sincerely

### **CREDIT AND COLLECTION LETTER**

#### **Polite First Reminder Letter for a Good Customer**

Dear {client};

You have been a valued customer for many years, and you have always been conscientious about paying your bills within the 30-day payment period. This is just a reminder that your payment of amount for invoice # {0000} has not been received by our office. If you forgot to mail us your payment, please send it today. If you have already mailed your cheque, please disregard this notice.

As always, if you have any questions or problems feel free to contact us at {phone number} or {email address}.

Sincerely,

{Your  
{Your Title}

Name}



**COLLECTION LETTER – FIRST NOTICE 30 DAYS LATE**

Dear {client};

We know that life can sometimes be difficult and staying on top of invoices is not always easy. That's why we wanted to send you a friendly reminder regarding invoice # {000} in the amount of {\$.00} that is currently past due. If you experienced an issue with your order, please do let us know. If you have any questions regarding this invoice, please call us at {phone} or contact us via {email}. We value your business and are here to help you. If your payment has already been submitted, we thank you and please disregard this notice.

Sincerely,

{Yourname}

{Your Title}

**Collection Letter – Second Notice 60 Days Late**

Dear {client};

We hope that everything is going well for you and that you are enjoying the products that we provided.

However, it has been two months now since we have received a payment and we are wondering if there is some sort of problem, we can help you with. Have you already put a check in the mail to us in the amount of {\$.00} for invoice # {0000}?

If not, please give this matter your attention today, since we want to be able to extend you credit the next time you shop with us.

Of course, if there is some sort of problem, know that you can contact us at {phone number} or {email} so we can help.

Sincerely,

{YourName}

{Your Title}



**Collection Letter – Third Notice 90 Days Late**

Dear {client};

We show your account has a past due balance of {\$.00} Previous attempts to collect the balance have failed. Please call me immediately at {phone} to resolve the balance on your account and to avoid having invoice # {000} referred to a collection agency. Your prompt attention is required to resolve this issue.

Sincerely,

(Your name)

{Your Title}

**Collection Letter – Final Notice – Collections/Legal**

Dear {client};

Your account is now seriously past due. We have sent you numerous payment requests and still have not received your past due payment in the amount of {\$.00}. Please remit {\$00} from invoice # {000} within three days or your account will be closed, any outstanding orders will be canceled, and this matter will be referred to a collection agency. Please call me within the next three business days at {phone} so that we may discuss how to resolve this quickly.

Sincerely,

(Your name)

{Your Title}

Kalvi



## UNIT - III

### JOB RELATED COMMUNICATION

#### **Letter of application**

A job application letter, also known as a cover letter, should be sent or uploaded with your resume when applying for jobs. While your resume offers a history of your work experience and an outline of your skills and accomplishments, the job application letter you send to an employer explains why you are qualified for the position and should be selected for an interview.

Writing this letter can seem like a challenging task. However, if you take it one step at a time, you'll soon be an expert at writing application letters to send with your resume.

#### **Writing Guidelines for Job Application Letters**

Writing a job application letter is very different from a quick email to a friend or a thank-you note to a relative. Hiring managers and potential interviewers have certain expectations when it comes to the letter's presentation and appearance, from length (no more than a page) to font size and style to letter spacing:

**Length:** A letter of application should be no more than one page long.

#### **Format and Page Margins:**

A letter of application should be single-spaced with a space between each paragraph. Use about 1" margins and align your text to the left, which is the standard alignment for most documents.

**Font:** Use a traditional font such as Times New Roman, Arial, or Calibri. The font size should be between 10 and 12 points.

#### **What to Include in Each Section of the Letter?**

There are also set rules for the sections included in the letter, from salutation to sign-off, and how the letter is organized. Here's a quick lowdown on the main sections included in a job application letter:

#### **Heading:**

A letter of application should begin with both you're and the employer's contact information (name, address, phone number, email) followed by the date. If this is an email rather than an actual letter, include your contact information at the end of the letter, after your signature. Header Examples

#### **Salutation:**

This is your polite greeting. The most common salutation is "Dear Mr./Ms." followed by the person's last name. Find out more about appropriate cover letter salutations, including what to do if you don't know the person's name, or are unsure of a contact's gender.

#### **Body of the letter:**

Think of this section as being three distinct parts. In the **first paragraph**, you'll want to mention the job you are applying for and where you saw the job listing.

The **next paragraph(s)** are the most important part of your letter. Remember how you gathered all that information about what employers was seeking, and how you could meet



their needs? This is where you'll share those relevant details on your experience and accomplishments.

The **third and last part of the body of the letter** will be you thank you to the employer; you can also offer follow-up information.

### **Complimentary Close:**

Sign off your email with a polite close, such as "Best" or "Sincerely," followed by your name.

### **Closing Examples**

#### **Signature:**

End with your signature, handwritten, followed by your typed name. If this is an email, simply include your typed name, followed by your contact information.

### **Signature Examples**

#### **Simple Formatting Using a Template**

Overwhelmed by all these formatting and organization requirements One way to make the process of writing a job application easier is to use a job application letter template to create your own personalized job application letters for applying for a job. Having a template can help save you time if you are sending a lot of application letters.

### **Drafting the application**

You may be unsuccessful after submitting an application, but at least someone has got to read your letter first, before deciding to reject you for the position.

In writing the application letter to accompany your resume, highlight those aspects of your experience which the employer says they are seeking. One page should be sufficient and unless the advertisement specifically seeks a hand-written application, it should be typed. However, if it is hand-written, ensure your writing is neat and legible. Check spelling and grammar.

Do not waste time writing lengthy application letters if you are asked to write or telephone for an application. Some consultants and organisations favour this approach, so you should be aware of a few basic guidelines.

Judgments about people will be made on the way applications are completed. They will not be impressed by forms which are incomplete, difficult to read, inaccurate, vague, unconvincing or bearing signs of having been completed without attention or thought.

If an online application form process is being used try to complete it within a couple of days.

Read thoroughly all of the notes on the application form and make sure you understand what is required.

Put the right information in the right sections. Use every space on the form effectively; a neat layout creates a good impression. ALWAYS check your spelling and grammar.

Draft answers to questions where personal views or long narratives are called for and then cut and paste the final wording into the form (when you are satisfied with it).

### **Elements and structure of application**

#### **Information about you**

Begin your cover letter with your contact information. It should be in block style, on the left margin of your paper, towards the top.

- Name
- Current home address
- Telephone number



### **Date**

Include a date as you would do with any business letter.

Contact Person's Name, Title, Employer, and Address

Including a specific name can get your letter and resume to the hiring manager more quickly and can be an effective personal touch. If applying for an advertised position that does not give a name to contact the person should, call the company and ask for the department manager's name.

### **Salutation**

Choose the appropriate way to address the contact person.

For example:

- Dear Mr. Johns (if a man's name is the contact)
- Dear Ms. Smith (if a woman's name is the contact)
- Dear Prospective Employer (if there is no contact name)

### **Opening Paragraph**

In the opening paragraph tell how you learned about the position. You may, for example, know of a job through:

- a classified advertisement
- an unsolicited mailing
- the Internet
- personal referrals

### **Middle Paragraph**

This paragraph gives a summary of the background and critical skills (hard skills) that make you qualified for the position.

### **Second Middle Paragraph**

This paragraph can be used to demonstrate your persuasive skills (soft skills).

### **Contact Information and Closing**

At the end of the letter talk about your availability for the job, where you can be contacted, and when you are going to contact the hiring person for an appointment to discuss your application. If you have no contact name you may simply want to indicate your anticipation for a response in this part of the letter. Thank the person to whom you are writing for his/her time and consideration of your application.

### **Resume Preparation**

#### **Pick the Right Resume Format**

First things first; Before starting list all the accolades, you need to **decide what format of resume to be used.**

There are a few factors you need to consider. Some resume formats do a good job of highlighting experience. Others are better at displaying your unique skill set. Some are even especially effective at downplaying less than positive features.

The way you format your resume will depend on your personal circumstances, as well as the job you're applying to the main resume formats, along with the circumstances in which they're most useful:

### **Chronological Resume**



Also commonly called “reverse chronological,” this is the most common format and probably the resume style you already use to apply to jobs. The chronological resume is great for clearly displaying your experience or education history and they are a solid choice for just about any level of experience is presented below.

#### Chronological Format

##### **When to use:**

- to illustrate career progression over time
- to show upward career mobility
- applying for a similar job to those on the resume

##### **When not to:**

- large employment gaps in your work history
- change jobs frequently
- starting a second career or switching fields

This is called “reverse-chronological” because you start with your most recent position at the top, then list them in order with the least recent at the bottom.

#### Functional Resume

This resume format is basically the opposite of chronological. The functional resume focuses more on specific skills, accomplishments, or accolades. In functional resumes, your skills and career highlights are towards the top. Your work history ends up closer to the bottom (and is much shorter). This format is excellent for project-based workers or freelancers, or for workers who want to hide large work gaps from a potential employer.

#### Functional Format

##### **When to use:**

- to highlight a set of skills or accolades displaying those skills
- when going back to work after an extended period
- changing careers or fields

##### **When not to:**

- you are entry-level candidate that has very little work experience
- trying to show you have climbed the corporate ladder (or grown in your field)
- lack professional skills or certifications

Why shouldn't one use this format if one is an entry-level applicant? Because, a person should be straight forward about being entry-level. The functional format would seem to hide that fact, as well as detract from valuable internship.

#### Combination Resume

This resume format, like its name indicates, is a combo of the functional and chronological formats. The combination resume is great if you want to impress a potential employer with a mixture of skills and experience. It's also useful for job seekers who want to highlight a very specific set of skills and how their work experience has helped build those abilities.

##### **When to use:**

- to show you are extremely skilled in the job field you are applying



- to show a developed skill in a specific field
- when changing industries or careers

#### When not to:

- you are an entry-level job applicant
- lack experience or a well-defined professional skill set
- you want to make your education background stand out

If you want to know more about resume formats, be sure to give our very detailed and helpful guide a look.

#### Resume Sections: Structure and Organization

Now that you have your resume format picked out, you need to craft your resume sections. In this section we show you how to compose each section of your resume. Remember, how you present these sections, or whether or not you include them at all, is **largely dependent on your format** or personal preference.

#### Contact Information

Like it says, this resume section is simply for your contact details so that the company or potential employer can get in touch with you to schedule an interview. Generally speaking, you should include the follow information:

- Name
- This should have the largest text on the entire document. Remember, your resume is about you.
- Address
- Phone Number
- Email
- Website or digital portfolio link
- LinkedIn Profile

Consider **uploading your resume to LinkedIn** after you've completed writing it — there are over 500 million people on the platform, making it a great place to increase your professional visibility.

In your resume, **do not put your contact info in the "header."** If you are sending it digitally, it may be run through an applicant tracking system (ATS), and oftentimes these won't register resume headings.

The resume sample to the right shows you how it should look (see the highlighted section).

#### Resume Introduction

There are three main resume introduction styles, all of them excellent in different situations. These intros are another tool for highlighting skills and work experience, as well as providing a potential employer with specific information as to why you're applying and what your career goals are.

#### Summary of Qualifications

Also known as a qualification's summary, this is basically a list of bullet points **explaining why you are qualified for the position**. Very clear and descriptive, the qualifications summary is great if you are applying for a job that asks for a very specific set of skills. Remember, even though the summary is a list of bullet points, avoid being vague. Quantify where you can.



**When to use it:**

- you need a way to display a few skill sets
- you have lots of experience
- the job requires very specific abilities you need to show you have

**When not to:**

- you are entry-level or lack work experience
- no major accolades or certifications
- have only one specific skill set you need to highlight

**Career Objective**

Unlike a qualification's summary, this resume introduction is less about what you can do and more about **what you will do**. You should also touch on the skills you possess, but you want to talk about how you'll use them. Keep it down to 2-3 well-written sentences. The career objective (or 'resume objective') is an effective way for entry-level candidates and people specifically targeting one company to start their resume.

**When to use it:**

- you are an entry-level applicant
- recently graduated from high school or university
- lack experience in the industry you're applying to

**When not to:**

- the job is asking for very specific skills
- you have a high amount of relevant experience
- you are applying for a project, not long term

**Professional Profile**

The professional profile, also known as a resume profile or professional summary, is basically a **combination of the previous two introductions**. Usually written out as a 2-3 sentence paragraph, in this intro is a summary of your skills, key achievements, and qualifications.

**When to use it:**

- can highlight major achievements in previous jobs
- have special skills that might give you a competitive advantage
- applying to a job similar to your previous positions

**When not to:**

- have yet to reach major accomplishments
- are an entry-level applicant
- your experience speaks louder than your skill sets

A professional profile can also be a list of bullet points. However, if you do it this way, remember to include more than just your skills. Also include some of your major professional achievements.

If this sounds like the ideal introduction for you, our resume profile guide can walk you through how to use this intro to impress employers and advance your career.



## Work Experience

**Your professional experience is the most important part of your resume.**

Your work experience is **the most important part of your resume**. This is especially true if you're using the chronological resume format. For most hiring managers, this is what they look for immediately after reading your resume intro. As such, it is critical that you write this section of your resume well, even if you use a combination or functional resume.

Remember that this section of your resume should be a summary of your most relevant work experience, not a complete history.

## How to list work experience from a previous job

Always list your current and previous job positions **from most recent to least recent** (reverse-chronologically). Make sure each position you had is clearly set apart from the others. The company's name should be treated as a heading, so make it bold or a couple of font sizes larger.

After the company name, **include your position title and the dates you worked there**. This can be next to the company or immediately underneath. Remember, this section isn't meant to show off your entire career history. Only include your most recent and relevant experience.

## Bullet points

**Under each job, you should include a few bullet points**

These are the best way to clearly illustrate your experience, accomplishments, and the level of responsibility you can handle. **This is not a list of your duties**. Rather, these bullets are meant to highlight your qualifications and achievements, kind of like an expanded qualifications summary.

Depending on your resume format and what you are trying to highlight, you should include 3-5 bullets as a summary for each job. Here's how to craft perfect work experience bullet points that showcase your achievements, and are certain to get the attention of hiring managers:

## Three parts of a strong bullet point:

1. begin with a resume action verb
2. include a quantifiable point
3. relevant accomplishment or responsibility

## Example:

Coordinated communication between 3 departments, enabling organization to take action and address issues quickly and efficiently.

Notice the importance of action verbs. They are great tools for getting a potential interviewer or employer's attention and showing you to be a dynamic employee. **Also important to remember is to pay attention to verb tense**. If you are currently at a company, write in present tense. If it is a previous job makes sure you write your bullets in past tense.

Another great way to enhance your bullet points is to take advantage of our comprehensive list of **resume adjectives** and accompanying guide!

## Resume Education Section



Every hiring manager looks at your education background, even if you haven't been in school for 20 years. As such, it's important you display your education correctly – and even more important if you are entry-level or a recent graduate.

**If you are fresh out of school**, you might even consider placing your education background before your work experience. This is because your academic experience will be more relevant than your work history at this point.

Still, this section of your resume shouldn't be overly long. Keep it simple and direct, and make sure to include:

- The name of your school or institution
- If you went to college, include that only. If you didn't, use your high school.
- City, state, (and country, if outside of the US)
- Month and year, you graduated (or plan to graduate)
- The kind of degree (e.g., Associates of Arts or Bachelor of Science)
- Optional: GPA
- Only include this if it's above 3.0. If not, just leave it off.

For a little extra help, check out our resume education section example to the right (the highlighted parts). Feel free to copy or use as inspiration for composing your own.

**For more information on composing an education section, check out our full guide.**

- Additional Resume Sections
- Skills
- Resume Skills Section Example  
(Click to expand)

The skills section of a resume is **just as important as your professional experience section**, especially if you are using a functional or combination format. There are, however, three main types of resume skills to include:

### Technical skills

These are the **skills that are learned or gained through experience**. They are either directly relevant to the position or will at least come in handy. If you are applying as a secretary, for example, technical skills would include Microsoft Office Suite and typing speed. Some examples of technical skills include:

### Additional skills

This set of resume skills are those that **could prove useful, but aren't central to the job**. If you are applying to be a construction worker, it's probably not necessary that you speak another language. However, being able to do so could be helpful, so it's good to include it. Here are some common additional skills:

### Soft skills

Soft skills are the **abilities that are generally harder to define, but still critical in a work environment**. If you are applying to be a manager, having leadership skills or poise would be very helpful. If you have room on your resume, include a few of these skills, especially if they are related to the position. Many soft skills are commonly used – here are a few of the most popular:

Keep in mind that your resume skills section should be just one section. When arranging your skills, **keep similar abilities grouped together**. Also, list them in order of importance.



Technical skills generally are the most significant, while soft skills are seen as less of a priority. There are exceptions to this rule of course, so use your best judgement.

Resume skills section “do’s and don’t”

- quantify wherever you can
- include vague or rote skills
- use specific skills related to the job you’re applying for
- list random skills that might not be related to the job
- include unique and interesting soft skills
- highlight soft skills that are overused or cliché (e.g., dynamic, hardworking, friendly)

If you want more details about how to write your **resume skills** section, see our helpful guide.

### Awards, honours, activities

Another section to include, should it apply to you, is awards, honours, or activities. If you have a few in each category, combine them into one section on your resume. The title of it should be whichever ones you are highlighting.

### Certifications and licenses

If you have special certifications or licenses, be sure to include them on your resume. For some positions, they’re mandatory. Even when they’re not, having them will certainly set you apart from other candidates. Some well-known certifications include:

- **HVAC** for maintenance and repair workers
- **Government security clearance** for government agencies or lobbying firms
- **Certified Information Security Manager** for information security positions
- **Commercial driver’s license** for transportation and shipping
- **Hazardous materials handling certification**

### Publications

If you have an extensive academic background or have been a thought-leader in a given field, you might have published articles, stories, books, or other media. If you do, include them on your resume. This is especially important if you are **applying for a position where published work is a necessity**. These jobs could include academic posts, government positions, jobs in journalism and media, or even marketing.

When writing your publications section, list your work in reverse-chronological format. For more information, see this example of a **grad student resume** with listed publications.

### Resume Style

Now that the hard work is done, you want to make sure everything is as polished as possible. If style is an area you are concerned about, our guide to resume margins can help get you on the right track. There are a number of stylistic things to consider during the resume writing process. Here are the most important:

Also, it should not exceed more than two pages. Remember, the point of a resume is to introduce and sell yourself, not to be a full auto-biography. Clear and concise is the rule.

### Number of page

Everyone has different opinion on the number of pages that a resume should have. While **we usually recommend one page** for applicants of most skillsets and experience levels, if you have information that is pertinent to the job position, go ahead and include an extra page.



However, if there is only a few lines on the second page of your resume, figure out how to fit them on the first page.

### Resume font size and style

There is no universal agreement on the best font for a resume, so feel free to choose your own. Be careful however – **avoid using unique or silly fonts, more than one colour, or tiny / extra-large sizes.** Always use black ink and normal text sizes (we recommend 12, but never anything smaller than 10 or bigger than 16 for normal text). When in doubt, use Times New Roman.

Many resumes follow the “24, 12, 10 rule”. This means your name is in 24 size font, with headings at 12pt and bullet points in 10pt. While this isn’t a hard and fast rule, it is a decent system to consider – the most important information bigger, the details smaller. You can use different fonts for different items as long as you are consistent between serif and sans-serif fonts. Avoid mixing serif and sans-serif. For more styling tips, please read our comprehensive guide on **resume margins** and styles.

Some experts claim that printed resumes look better with serif fonts, while digital versions look cleaner with sans-serif. This is mostly a matter of opinion, but it can’t hurt to be aware.

### Lines and breaks

Using lines to highlight changing sections can help make your resume easier to read and pull information from. Avoid using too many breaks, but breaking the page between resume sections creates white space that makes your resume look more professional and organized.

### Resume Margins

Margins are the spaces that separate the edges of the page from its content. For a resume, a good rule is to stick with **one-inch margins all around**, so that you have a nice amount of space surrounding your resume. However, if you need to include more on a page, it is acceptable to make your resume margins as small as 0.5 inches. Avoid going any smaller than this.

### Conclusion

And that’s a wrap! If you have followed our advice to this point, you should now know how to write a great resume. So get started writing some stellar resumes so you can land more interviews and get that dream job. Still need some more help? We have plenty of other resources to help you create a resume that’ll have employers practically begging to interview you.

Try out our resume builder to speed up the process, or get inspired by some resume examples that match your target job.



Kamaraj College



## UNIT- IV

### ATTENDING THE INTERVIEWS

#### **Interview**

Interview is a face to face dialogue between the interviewer and the prospective employee (interviewee) for determining the ability of the applicant for the job and of the job for the applicant. An interview is an attempt to get the maximum information from a candidate. It is a sort of an oral examination. It is concerning his suitability for the job under consideration. Expected information is family background, training, educational, and other qualifications, personality, aptitude, interest and skills.

#### **Type of Interviews**

1. Formal and Informal Interview.
2. Structured or Patterned and Un-structured or Non-directed Interview.
3. Stress Interview
4. Group Interview
5. Depth Interview
6. Panel or Board Interview
7. Exit Interview
8. Walk-in-Interview.

#### **1. Formal Interview and Informal Interview:**

It is a planned and well-arranged interview. It is conducted in a formal atmosphere in a fixed venue, time and through a panel of interviewers. All the formalities and procedures are followed in this type of interview. Even questions to be asked are decided well in advance.

Informal Interview:

It is an un-planned and un-scheduled interview and may take place anywhere. Venue and time is not fixed. Questions are not prepared well in advance. Whenever staff is required, this kind of interview is conducted by asking simple questions like name, age, qualification birth place etc., if candidates approach employer.

#### **2. Structured or Patterned Interview and Un-Structured or Non-Directed Interview:**

It is a fully planned interview and questions to be asked are already structured well in advance on the basis of an analysis of job specification. The time to be allowed to each candidate and the information to be collected is also predefined. The interviewer is carefully selected and he has no or little scope for deviation. Thus, a standardized pattern is adopted to conduct the interview.

#### **Un-Structured or Non-Directed Interview:**

It is an UN-planned and unstructured interview where questions to be asked, time to be allowed and response to be collected are not thought in advance. Broad general questions are asked to the candidate and candidate is allowed to speak his mind freely without any restrictions. Therefore, better assessment of candidate becomes possible

#### **3. Stress Interview:**

It is a deliberate attempt to create tension and pressure to observe how an applicant responds under stress and strain. Interviewer puts the candidate by putting him under stress and strain by interrupting the applicant from answering, criticizing his opinion, asking questions in rapid succession and keeping silent for unduly long period of time etc. This kind of interview is conducted just to find out how a candidate behaves in stressful situation.



#### **4. Group Interview:**

In this type of interview, group of individuals are interviewed. For this purpose, a problem is given to a group of candidates for discussion. The candidates are carefully observed as to who will lead the group, who is active, who is in-active, who will dominate and who will keep silence. Actions and reactions of the members in the group are also observed and potential candidate is selected.

#### **5. Depth Interview:**

Depth interview is conducted to test the candidates in depth knowledge in a special area of interest and to get true picture of the candidate in such area or subject. Experts in the concerned area of subject ask the question to test the candidate's capacity in the concerned subject. Thus, candidate is examined thoroughly before he is selected for a particular post.

#### **6. Panel or Board Interview:**

It is an interview conducted by a panel or group of interviewers. Panels of experts interview each candidate, judge each candidate's performance and prepare the list of candidates in order of merit. Here group judgment is involved in the selection of candidates as it seeks to pool the collective judgment of several interviewers.

#### **7. Exit Interview:**

Exit interview is conducted for those who leave or quit the organization. The main purpose of conducting this interview is to know the feelings of the outgoing employees towards organization, fellow workers, policy and rules of the organization and also to know the reason for quitting the job so that any defect associated with the organization can be rectified.

#### **8. Walk-in-interview:**

Recently many companies have started to hold walk-in-interview. Here candidates are to appear for interview directly without sending their application in advance. At the time of interview candidates are asked to submit application and testimonials in support of their qualification. Questions are asked in the area of candidate's specialization in accordance with job requirement.

#### **Preparation for Attending the Interview:**

##### **Practice good nonverbal communication**

It's about demonstrating confidence: standing straight, making eye contact and connecting with a firm handshake. That first nonverbal impression can be a great beginning or quick ending to your interview.

##### **Dress for the job or company**

Today's casual dress codes do not give you permission to dress as "they" do when you interview. It is important to know what to wear to an interview and to be well-groomed. Whether you wear a suit or something less formal depends on the company culture and the position you are seeking. If possible, call to find out about the company dress code before the interview.

##### **Listen**

From the very beginning of the interview, your interviewer is giving you information, either directly or indirectly. If you are not hearing it, you are missing a major opportunity. Good



communication skills include listening and letting the person know you heard what was said. Observe your interviewer, and match that style and pace.

### **Don't talk too much**

Telling the interviewer more than he needs to know could be a fatal mistake. When you have not prepared ahead of time, you may ramble when answering interview questions, sometimes talking yourself right out of the job. Prepare for the interview by reading through the job posting, matching your skills with the position's requirements and relating only that information.

### **Don't be too familiar**

The interview is a professional meeting to discuss about business. This is not about making a new friend. Your level of familiarity should mimic the interviewer's demeanour. It is important to bring energy and enthusiasm to the interview and to ask questions, but do not overstep your place as a candidate looking for a job.

### **Use appropriate language**

It's a given that you should use professional language during the interview. Be aware of any inappropriate slang words or references to age, race, religion, politics, or sexual orientation—these topics could send you out the door very quickly.

### **Don't be cocky**

Attitude plays a key role in your interview success. There is a fine balance between confidence, professionalism, and modesty. Even if you're putting on a performance to demonstrate your ability, overconfidence is as bad, if not worse, as being too reserved.

### **Take care to answer the questions**

When interviewers ask for an example of a time when you did something, they are asking behavioural interview questions, which are designed to elicit a sample of your past behaviour. If you fail to relate a specific example, you not only don't answer the question, but you also miss an opportunity to prove your ability and talk about your skills.

### **Ask questions**

When asked if they have any questions, most candidates answer, "No." Wrong answer. Part of knowing how to interview is being ready to ask questions that demonstrate an interest in what goes on in the company. Asking questions also gives you the opportunity to find out if this is the right place for you. The best questions come from listening to what you're asked during the interview and asking for additional information.

### **Don't appear desperate**

When you interview with the "please, please hire me" approach, you appear desperate and less confident. Reflect the three Cs during the interview: cool, calm, and confident.

### **Before the interview**

#### **1. Company information**

The most important step is to read and research the company you are interviewing for. Go through the company website, blog, and social media pages to assess its products, services, and client-base. Also, read recent press releases for insight on projected growth and



stability. Review the organization's background and mission statement and take down some numbers like revenue, strength, offices, etc.

## **2. About the interviewer**

If you know the interviewer's name already, research about him/her. Visit his/her profile on LinkedIn and find out whether the person is an HR professional or a Technical Manager. Prepare for the interview accordingly.

## **3. Evaluate job description**

The recruiter puts the effort into mentioning a detailed job description for a reason. They are looking for someone who perfectly complements the job profile and role. So, make a good effort to go through the job description so that you are aware of the expectations the company has for the position.

## **4. Fit in skills and qualities**

While you analyse the job description, outline the knowledge, skills, and abilities required. Examine the hierarchy and determine where the position fits within the organization. Analyse what the employer is seeking concerning your qualifications. Tweak your resume accordingly.

## **5. Make a list of questions**

As per the company background and job role, make a list of questions you can expect to be thrown at you. Research answers to these questions via the company website, social media pages, company news, etc.

## **6. Mock interview**

Find a friend or a family member and hand them down the list of questions you prepared. Ask them to play the role of an interviewer. Practice answering all the questions on the list. You can also record your answers to analyze them further.

## **7. Organise documents**

Keep two copies of all the important documents such as your resume, cover letter, degrees, mark sheets, identity proofs, photographs, etc., ready. Also, check if the recruiter has asked you to bring any other thing like a laptop, notebook, etc. to the interview. Organise all the documents neatly in a folder.

## **8. Check your social presence**

Your social media profiles are capable of providing a glimpse of your personality. A recruiter would generally check your social media presence before or after interviewing you. Thus, it is a wise idea to improve your public profiles. Also, type your name on Google and see how you appear on the search engine.

## **9. Interview dress**

Choose a formal outfit for the interview. If you are not sure about the colour, wear black formal trousers and a crisp shirt, preferably in white, blue, pastel, or nude shades. Both men and women can go for this combination. Pair your attire with a mild deodorant or perfume, a pair of black formal shoes, clean socks, and a black belt. Make sure that your overall appearance is neat and clean. Most importantly, beam with confidence all along and wear a smile.



## **10. Check directions**

Check the distance of the venue a day before. Decide beforehand how you would like to commute and plan your timing accordingly.

## **11. Sleep and eat well**

A night before the interview, sleep well for at least 6 to 7 hours. Eat something an hour before the interview so that you have the energy and patience to sit through it. Carry a bottle of water or juice along to keep yourself hydrated.

## **During the interview**

### **1. Timing**

It is best to arrive 20-25 minutes before prior to the interview time. It will give you time to relax. You can also use the time to check yourself in the mirror and freshen up before the process starts.

### **2. Interview body language**

While waiting for your turn, sit properly and maintain a good body posture. Be polite to the guards, receptionists, and other candidates. Keep a smile on your face. In the interview room, sit and answer questions confidently. Be firm, yet polite. In case you do not know an answer, be honest about it and pass on to the question. Keep your statements crisp, short and precise.

### **3. Questions for interviewer**

It is most likely that the interviewer will end the interview with the question – “Do you have any questions for me?” Use this opportunity to ask smart questions about the company, position, and culture.

### **4. Ending the interview**

At the end of the interview, shake the interviewer’s hand and thank for him or/her.

## **After the interview**

### **1. Analyze the interview**

It is one of the most important exercises to do post an interview. Sit down for a few minutes and write down the questions that you were asked during the interview. Furthermore, assess your responses to these questions and make points of things that you forgot to mention or would have said in a better way. This will help you prepare better for future interviews.

### **2. Inform your references**

Inform your references beforehand that they might receive a call from the company you interviewed forespeak to them about the position and emphasize the points that you would like to be recommended for.

### **3. Follow up**

If you do not hear from the interviewer within the expected number of days, do not hesitate to drop an email and ask for an update.

In the email, mention the following details:

- Begin the email by thanking the interviewer for considering your candidature.



- Remind him of the meeting and mention how pleased you were to get in touch with him/her.
- If the interviewer showed interest in your past projects, attach some samples of your previous work, projects, etc. and any other relevant additional information.
- Finally, mention your motivation, qualities, and reiterate your interest in the organization. Politely ask for an update on the interview process.

### **Interview Process:**

#### **1. Screening interview**

A screening interview is a type of job interview that is conducted to determine if the applicant has the qualifications needed to do the job for which the company is hiring. A screening interview is typically the first interview in the hiring process if the company does not start with open interviews where multiple candidates are screened at an open hiring event.

#### **2. Phone interviews**

Employers use phone interviews to identify and recruit candidates for employment. Phone interviews are often used to narrow the pool of applicants who will be invited for in-person interviews. For remote jobs, interviewing by phone, Skype, or video may be how you get hired.

#### **3. First Interview**

The first in-person job interview is typically a one-on-one interview between the applicant and a hiring manager. The interviewer will ask questions about the applicant's experience and skills, work history, availability, and the qualifications the company is seeking in the optimal candidate for the job.

#### **4. Second interview**

A second interview can be a more in-depth one-on-one interview with the person you originally interviewed with or it can be a day-long interview that includes meetings with company staff. You may meet with management, staff members, executives, and other company employees. Once you're scheduled for a second interview, you're most likely in serious contention for the job.

#### **5. Third Interview**

When you have made it through the first interview, then a second interview might make you think that you're done with the interview process and you'll soon find out whether you'll be receiving a job offer. That's not necessarily the case. You may have to participate in a third interview and possibly more interviews after that. A third interview typically involves a final meeting with the hiring manager and may provide the opportunity to meet more of your prospective colleagues.

#### **6. Dining Interview**

Dining with job applicants allows employers to review your communication and interpersonal skills, as well as your table manners, in a more relaxed (for them) environment. Depending on the interview process of the company you're interviewing with and the type of job you are applying for, you may be invited to a lunch or dinner interview.



## **7. Final interview**

The final interview is the last step in the interview process and the interview where you may find out whether or not you are going to get a job offer. Here's information on preparing for an interview when you have already met with the company multiple times, and advice on how to handle a final interview.

## **8. Reviewing interview questions and answers**

Regardless of where you are in the interview process, it's important to practice interviewing and to be prepared for the typical interview questions you'll be asked during each step in the process. It's also important to have questions ready to ask the interviewer.

## **9. Following up after each step in the interview process**

Even though it may seem like a lot of work, especially when you have gone through multiple interviews, it's important to follow up after each step in the interview process. In fact, the most important thing you can do is to follow up and reiterate your interest in the position and to thank the interviewer for taking the time to meet with you.

## **10. Background check**

You may receive a job offer contingent on a background check and/or a credit check. Or, a background check may be conducted prior to a company offering a job. What the company learns during the background check could result in you not getting a job offer or in the job offer being withdrawn.

## **11. Job offer**

When you have made it through the sometimes-gruelling interview process, the final step will be a job offer. The job offer may have conditions attached, so review the terms carefully. Before you accept, it's important to evaluate the compensation package, consider whether you want to make a counteroffer, and then accept (or decline) the job offer in writing.

## **Tips for Successful Interview**

### **1. Practice and Prepare**

Review the typical job interview questions employers ask and practice your answers. Strong answers are those that are specific but concise, drawing on concrete examples that highlight your skills and back up your resume. Your answers should also emphasize the skills that are most important to the employer and relevant to the position. Be sure to review the job listing, make a list of the requirements, and match them to your experience.

### **2. Develop a Connection with the Interviewer**

In addition to indicating what you know about the company, you should also try to develop a connection with your interviewer. Know the interviewer's name, and use it during the job interview. (If you're not sure of the name, call and ask prior to the interview. And, listen very carefully during introductions. If you're prone to forgetting names, jot it down somewhere discreet, like in small letters at the bottom of your notepad.)

### **3. Research the Company, and Show What You Know**

Do your homework and research the employer and the industry, so you are ready for the interview question, "What do you know about this company?" If this question is not asked, you should try to demonstrate what you know about the company on your own.



You can do this by trying what you've learned about the company into your responses. For example, you might say, "I noticed that when you implemented a new software system last year, your customer satisfaction ratings improved dramatically. I am well-versed in the latest technologies from my experience with developing software at ABC, and appreciate a company who strives to be a leader in its industry."

You should be able to find out a lot of information about the company's history, mission and values, staff, culture, and recent successes on its website. If the company has a blog and a social media presence, they can be useful places to look, too.

#### **4. Get Ready Ahead of Time**

Don't wait until the last minute to pick out an interview outfit, print extra copies of your resume, or find a notepad and pen. Have one good interview outfit ready, so you can interview on short notice without having to worry about what to wear. When you have an interview lined up, get everything ready the night before.

Not only will planning out everything (from what shoes you will wear, to how you'll style your hair, to what time you will leave and how you'll get there) buy you time in the morning, it can help reduce job search anxiety, and it will also save you from having to make decisions, which means you can use that brain power for your interview.

Make sure your interview attire is neat, tidy, and appropriate for the type of firm you are interviewing with. Bring a nice portfolio with extra copies of your resume. Include a pen and paper for note-taking.

#### **5. Be on Time (That Means Early)**

Be on time for the interview. On time means five to ten minutes early. If need be, drive to the interview location ahead of time so you know exactly where you are going and how long it will take to get there. Take into account the time of your interview so you can adjust for local traffic patterns at that time. Give yourself a few extra minutes to visit the restroom, check your outfit, and calm your nerves.

#### **6. Try to Stay Calm**

During the job interview, try to relax and stay as calm as possible. Remember that your body language says as much about you as your answers to the questions. Proper preparation will allow you to exude confidence.

As you answer questions, maintain eye contact with the interviewer. Be sure to pay attention to the question so that you don't forget it, and listen to the entire question (using active listening) before you answer, so you know exactly what the interviewer is asking. Avoid cutting off the interviewer at all costs, especially when he or she is asking questions.

#### **7. Follow-Up after the Interview**

Always follow up with a thank-you note reiterating your interest in the position. You can also include any details you may have forgotten to mention during your interview. If you interview with multiple people from the same company, send each one a personal note. Send you thank-you email within 24 hours of your interview.



**UNIT - V**  
**TECHNOLOGY AND BUSINESS COMMUNICATION**

**Role of technology in Business communication**

Technology has altered modern life in many ways, especially in the workplace. The invention of computers, the miniaturization of electronics and the development of wireless communication have all altered the business world. Business communication, in particular, has seen some of the greatest advancements due to technological developments.

**The Development of the Cellular Phone**

One of the biggest advancements in communication has been the development of the cellular phone. In the past, your only chance of reaching employees was when they were at their desks, prompting endless games of “phone tag” as people tried to connect during busy workdays. Now, workers are reachable no matter where they are, and even during non-work hours. The development of smart phones has also greatly expanded the types of business activities you can transact when out of the office, increasing productivity and extending the workday.

**Other Communication Devices**

Phones are not the only high-tech communication devices, of course. Computers come in a wide variety of configurations these days, including tablets, small-but-powerful laptops, 2-in-1 devices that serve as either a laptop or tablet, and other variations. These devices all have built-in wireless capabilities and can also be configured with mobile communications, making them, in essence, large cell phones. Whichever device a business person carries, it facilitates verbal, text and image communications.

**Teleconferencing**

High-speed data connections allow for the use of teleconferencing, virtual meetings held over audio and video links. Teleconferencing can save substantial amounts of money otherwise spent on travel by connecting important employees in far-flung branches together to share ideas and information. The uses of virtual whiteboards, communal data-sharing platforms where remote users can interact as if around the same table, further increase the possibilities of the virtual workplace.

**Image Scanning**

Document and image scanners allow workers to convert paperwork, plans, diagrams and photos into electronic files quickly for storage and transmission. Instead of relying on hand delivery of important documents across town or across the country, employees can scan and send these files in a matter of seconds across the Internet. An architectural firm could, for instance, scan updates to a plan, transmit it to the client, receive changes and make alterations all before a messenger would have been able to make the first run across town.

**Radio Frequency Identification Tags**

The development of radio frequency identification (RFID) has substantially changed the field of business logistics and, paired with other business communication advancements, has the potential to increase a company’s efficiency significantly. RFID tags are small chips that respond to radio waves with encoded information, allowing companies to tag and track items and materials. When an employee activates a scanning device, all RFID tags within range will



respond with their coded information, allowing for quick updates of warehouse inventories and real-time tracking of shipments as they pass through the supply chain. Being able to access inventory on demand allows companies to take advantage of "just-in-time" shipping, providing products and material only when needed to reduce warehousing requirements and reduce the amount of excess stock stored at retail or office facilities.

## **EFFECTS OF TECHNOLOGY IN BUSINESS COMMUNICATION**

### **Continued Evolution of Email**

Perhaps one of the most obvious developments in business communications has been that of direct correspondence through email. Although it's existed for almost 50 years, email has experienced continual change. It's gone from being simply a method of sending a message to becoming a means of work flow management. Within an email system user can:

- flag priority messages and set tasks for follow-up
- program alerts for when messages from VIP senders arrive
- send automated responses when out of the office and unable to personally respond

### **Project Management Systems and Scheduling**

Another use of technology in business is the implementation of project management systems for collaboration between employees. Workers no longer need to be in the same building or sit in a lengthy meeting to share their ideas. Whether they're at the corporate headquarters or working from home, individuals can create task lists, assign work, upload content, set appointments and track progress all in one online application.

### **Automated Voice Systems Provide Service**

Automated voice response systems are another way to provide customer service while allowing employees to stay focused on other tasks. Instead of a "live person," the automated system handles the call and either directs the customer to the appropriate individual or retrieves data and communicates the basic information requested by the caller. Similarly, computer "bots" handle online requests for information through live chats. Customers feel like they are being served by a live representative, but often the site is served by a computer programmed with basic responses to routine questions.

### **Artificial Intelligence Engages in Marketing**

Artificial Intelligence (AI) systems are being used to predict and influence future sales based on consumer preferences. Knowledge of customer preferences in real time can assist marketing departments in determining where to spend their money by tracking trends more closely and adapting promotional and sales efforts. The streaming entertainment industry, for example, suggests additional programming based on shows already being watched. "Because you watched this ... you might enjoy this."

### **Easy Collaboration with Remote Workers**

The gig or freelance industry has also grown dramatically because of technological advancements that allow talented workers to be hired and perform remotely for an organization. Needs can be posted online and workers hired, sometimes within hours. Freelancers can collaborate with managers and employees through project management platforms, without any one-on-one interaction. The cost savings by using contractors adds up as companies save time and effort by not hiring and managing long-term employees.



### **The Downside of Technology in Communications**

Despite the savings to companies, there are some negative effects to this surge in technological integration into business communications. Some studies have shown a decrease in productivity over the long term due to an "always connected" lifestyle fuelled by easy access to information. Many employees may never actually take a break from the work routine because they are always checking email or status updates on a project through a mobile app, resulting in high levels of stress and increased illness. Additionally, many workers are lacking in proper sleep, less connected with people outside the office and lacking the ability to relate to each other in face-to-face interactions.

### **Mobile Devices**

The popularity of mobile devices such as phones and tablets has blurred the lines between communication via email, texting and instant messaging. Many of these devices support mobile Internet connections. Therefore, email is often as convenient as texting. Furthermore, most mobile devices support apps that can notify the user of a new message even if the app is not currently in use. In this way, the user can be notified of new email messages or instant messages in a way that is similar to a new text message.

### **Email**

Email is unique among these communication methods because of the broad range of content it can contain. In addition to shorter messages, email accommodates long-form letters, essays and file attachments. Furthermore, it integrates well with HTML. If you wish to send a message full of images and custom formatting, use email. Email also supports hyperlinks, so the reader of the email message can immediately view the Web page for reference. Lastly, among email, texting and instant messaging, email tends to have the most forgiving response window. While there are no set rules for email etiquette, most email users understand that the recipients of their messages are not perpetually checking their email accounts.

### **Texting**

Texting occupies a middle ground between email and instant messaging. Short Message Service messages are limited to 160 characters, so they can never be as long as an extended email. Furthermore, SMS messages are delivered to cell phones. This may enable you to reach somebody quicker than via email, depending on her cell phone habits. Text messages are different from email and instant messaging in that text messages do not require an Internet connection. Lastly, SMS is valuable for communication with databases from your phone; in some locations, you can easily share information like public transportation schedules and weather forecasts through text messages.

### **Instant Messaging**

Instant messaging services vary by platform, but they always require an Internet connection. Typically, IM services only allow you to connect with people who are using the same service, though some allow you to connect with competing services. Once connected, you can have a real-time chat with any of your contacts who are logged on at the same time. Because the other user is also logged in, instant messaging services are usually much more immediate than email or texting. AOL Instant Messenger, Apple's Message and the Internet call service Skype are three of the most widely-used IM services.



### **Video Conferencing**

Video-conferencing is one of the most exciting areas of development in telecommunications, with application ranging from business to government to education to home and family. Video-conferencing involves sending video signals as well as telephone and computer data signals. Video-conferencing requires special hardware and digital telephone lines. Digital camera makes conferencing pictures.

It has enormous potential for enhancing communication for small and medium size organizations as well as distance learning.

**Here are 7 social-media power techniques that used to great success:**

#### **1. Up-To-Date Social Sites**

Make sure the information on your company pages and on social-media platforms (Facebook, LinkedIn, Twitter, Instagram and Pinterest) are up-to-date and accurate. Nothing screams small-time more than those pages having old or inaccurate information. Make sure your logo, background image, etc., are sharp, professional, and consistent across all platforms.

#### **2. Quality Posts Every Day**

Post at least once per day on each platform. If you can't personally do it, hire someone who can. This will build followers. The most common way to lose them is to not have new content there. Furthermore, your posts should be interesting and valuable to your customers. Posting a sale special gets only 10 percent of the views that something informative or humorous would. Customers will keep coming back if there is something there for them.

#### **3. Follow Your competitor**

This works best on Twitter and Instagram. Not only should you follow your competitors' accounts, but you should also follow their followers -- many will follow you back! I would sometimes look at their followers and try to identify potential high-value targets and tweet at them myself.

#### **4. Always Answer Your Customers**

Only a few hours should lapse before every customer is responded to -- with no exceptions. If the discussion needs to be private, post something like, "Personal message sent" Or "Call/email me at...". Complaints should be addressed, as well as a "thank you" sent for compliments. Once you interact with customers on social media, you deepen your relationship with them and they never forget you. Many customers will re-post and tell others, so make sure the conversation ends well. Both good and bad comments last forever on the Internet.

#### **5. Be a Customer-Service Leader**

As the owner, principal or executive at your company, the best use of your time and position is to interact with customers directly on social media. I would monitor the company's Twitter, Instagram, and Facebook and respond to customers quickly -- sometimes in the middle of the night. Getting a tweet response to a customer's problem at midnight always impresses and makes him or her feel special. It can turn an unhappy customer into an advocate for your company. For example, a tweet that says, "Sorry you had that problem (be specific), I will look into it first thing in the morning" changes a customer's entire experience.



## **6. Show Your Face on Facebook**

Make comments on your company's Facebook page via your personal account. Customers love seeing a top executive give some inside ball. It attracts them to you and your company and demonstrates that the company is led by someone who is authentic. For example, when the company would post information on a hot upcoming product, I additional information about exactly when it should be available or a feature not mentioned in the company's post.

## **Electronic communication**

Electronic communication can be achieved by finding the right tool for communication. Moving from paper to electronic communications can actually help your business connect easier, while saving time and money. Email, instant messaging, websites, blogs, text messaging, voicemail and video messaging are a few examples of electronic communication. Electronic communication has changed the way businesses communicate with each other. Electronic communication can be very beneficial if used effectively. Knowing the strengths and weaknesses will help businesses conduct effective electronic communication.

Knowing the proper medium to communicate your message is important to effective electronic communication. Email is a common communication method for sharing information with businesses. However, email is not always the best method of communication when sending to mass amounts of people. Many recipients of mass email will delete the email without reading it.

E-mail is a useful communication approach that instantly delivers messages between computers. Paper correspondence is no longer needed to transmit documents and other important information. Businesses have shown increased productivity and profitability by decreasing the time and money spent on correspondence. Unfortunately, they also commonly display a lack of attention to exactly who has access to certain information, and to whom such information is being transmitted. The likelihood for abuse of e-mail and the Internet in the workplace is great.

One weakness of electronic communication is the lack of communication support. In a face-to-face conversation nonverbal communication, such as tone of voice and body language, help to clarify the message you are sending. This lack of communication support can lead to messages becoming misinterpreted.

Another issue with electronic communication is security. computers can be hacked, and infected with a computer virus. This can have an unfavourable effect on the computer system, and the network.

One more disadvantage is email privacy. An email is sent using data packets via computer networks. These data packets pass through routers and computers, before the email reaches its destination. Therefore, there is a chance of an individual tampering with the emails before the email reaches the recipients.

In summary, electronic communication replaces the hassle of coordinating face-to-face meetings and productivity and provides a quick and easy way to communicate. However, as with most technological improvements, there are a number of ways that e-mail communication can create potential problems in the workplace, but the positives out-weigh the negatives.