

**Business  
Communication  
&  
Report Writing  
Winter-2023**

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## **Winter Exam-2023**

### **Solutions – Business Communication & Report Writing**

- Q.1.**
1. **Wheel Network:** The leader is very important and powerful. He holds the central position and plays the key role to disseminate information. The primary communication occurs between the members and the group leader and then group leader shares the information with all.
  2. **Chain network:** Information is passed straight up or down the formal chain of command. One person passes information to others up/ down within the line of hierarchy, who then pass it further up/down their own chain of authority. It allows upward and downward communication and exists in a vertical hierarchy. Chain network has a leader who decides as to what messages are to be sent and how these messages are to be communicated. Here each member communicates with the person above and below.
  3. **Circle Network:** It is horizontal and decentralized communication. The circle network assumes no leader; here there is complete equality. The members can communicate with persons to their right and left. Each member of the circle has the same authority or power to impact the group. The core issue is that information moves rather slowly, and might get distorted. However, morale is high because everyone participates in the decision making process.
  4. **All Channel network:** The all channel or star pattern is an extension of the circle in that all members are equal and wield exactly the same amount of power to influence others, except that this pattern permits all group members to communicate actively with each other. This pattern allows for maximum member contribution. A prominent example is a self-managed team in which individual group members are free to contribute and no one assumes a leadership role.

**Total Marks 08**

- Q.2.** Effective communication in the workplace is when the exchanging of information and ideas is done in an efficient and effective manner. Good communication involves not just relaying information but being able to explain it in a way that ensures the recipient understands you.

Effective communication in the workplace ensures that everyone understands their duties and responsibilities; helps build quality client and employee relationships and keeps employees engaged and productive. Every business should prioritize effective communication in their organization to ensure employee satisfaction and promote high performance.

Additionally, an important component of workplace communication is that employees feel understood and heard by management. Employees who feel comfortable communication with their supervisors and managers are more likely to understand what's expected of them and remain productive throughout the day.

**Total Marks 06**

- Q.3.** Staff handbook / organisation manual: This important document (required by law in many jurisdictions) forms part of an employee's contract of employment and is a very useful point of reference. Organisations take care to keep the document up to date. **03**
- a**
- Q.3.** In-house newsletter / journal / magazine: Typically only used within larger companies this is a useful tool used to inform employees about topics ranging from company results, customer feedback and staff retirements to sports, social and philanthropic activity. **03**
- b**

**Total Marks 06**



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- Q.4.** Personal space: Personal space is just like a bubble around a person. It is the space one maintains between himself and others. This unseen boundary becomes obvious only when someone tries to enter one's bubble.

We all have a need for physical space; however that need changes, depending on the culture, the condition, and the closeness of the relationship. Sometimes we feel that our comfort level is being disturbed because the other person is standing too close and occupying our space.

Personal appearance: The appearance of our body determines how we are perceived by others. It helps to create our public identity. Our physical appearance and overall attractiveness determine how people get attracted to our personality. Our grooming, clothing, and the overall style that we carry form our physical appearance, to a great extent, reflects our personality and attitude. Physical appearance alone cannot make an impression; appearance makes the difference.

**Total Marks 08**

- Q.5.** A discussion board or a message board, is an online discussion site. It is the contemporary equivalent of a traditional bulletin board, with a technological evolution where users can obtain feedback from posted messages. People can ask questions, share their experiences, and discuss topics of mutual interest. Forums are an excellent way to create social connections and a sense of community. They can also help you to cultivate an interest group about a particular subject. **05**

There are two types of discussion boards:

1. Moderated: Here an administrator or moderator makes it sure that the discussion stays on topic and adapts to netiquette rules.
2. Un-moderated: No administrator or moderator is found who may allow discussion to stay on target.

- Q.5. Advantages of Oral Communication** **06**
- b**
1. it's timeliness (swift and immediate),
  2. interactive & flexible
  3. generates instant feedback and
  4. combines non-verbal signals with verbal signals, making messages more comprehensible

#### **Disadvantages of Oral Communication**

1. Lack of audit trail means no record of communication ( in most cases )
2. The need for spontaneity results in less planning time causing more mistakes
3. Sometime the dominant personalities take the hold of whole conversation
4. For some introverts or confidence lacking individuals, it is difficult to express their view; while many of them may compose a better written message
5. Can be more difficult to control the process with large numbers of individuals

- Q.5.** Follow-up letters are sent to promote or monitor a previous communication which might have taken place in the form of a letter, a meeting, interview or sales order; and you want to further enquire about them. Such letters can also be used to get feedback on a schedule, requirements or effectiveness of some kind of activity or service. **03**

**c  
i**

A follow-up letter is similar to a letter of enquiry in that fundamentally it is still a request for further information. However, the difference is that despite the previous correspondence or activity you have still not received all the information you need.



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- Q.5.** A circular letter provides same information to a large group of people. It is used to announce new information such as a new director appointment, or clarify policies, etc. Circular letters tend to be general in nature given their large audience. 03
- c**  
**ii**

**Total Marks 17**

- Q.6.** Answers may vary; examinees may include various other examples) 07
- a**

People self-talk in various ways. Intrapersonal communication can exist as a person's internal dialogue: when a person is consciously planning, thinking about something, coming to a conclusion, or making a decision- these all forms represent conscious and deliberate self talk. Even meditation is also a kind of conscious self- talk.

A few times mind wanders and many thoughts enter our brain unconsciously. Such inner or 'private speech' not only assists us in comprehending our own conduct and emotions, but also the behavior and sentiments of those around us. There may be lot of reasons behind unconscious thoughts, like looking at one thing reminds something related, another example is Deja woo, feeling nostalgic (home sick) etc.

- Q.6.** The three selves are: 03

**b**

- Real self: what do you think of yourself when you are being honest.
- Ideal self: – who you would like to be or think you should be.
- Public self: – the one you would like others to know.

**Total Marks 10**

- Q.7.** A feasibility report examines the viability of the proposed undertaking from its technical, commercial and economic standpoints. A feasibility report presents the benefits that the proposal or idea will yield with details of its initial capital costs, implementation schedule, recurring operating costs and returns over the useful life of the undertaking.
- a**  
**i**

- Q.7.** An operations report summarizes the operational activity for a particular time period. The report might include information on sales and purchases, employee information and inventory. Operating reports are used by management to obtain a quick summary of how the company is performing. For example management of an airline might be interested about revenues and employee numbers but also flight statistics, occupancy rates and punctuality. Management use operating reports to identify areas that are performing well and areas that need improvement.
- a**  
**ii**

- Q.7.** The appendix is supplemental material placed at the end of the report (after the References page)
- b**  
**i**

- Q.7.** The appendices generally include detailed information: calculations, examples, questionnaires as well as detailed financial information, CVs of key management. The appendices can be a good place to put maps, photographs, diagrams, and other non-textual elements.
- b**  
**ii**

**Total Marks 11**

- Q.8.** Your home address  
Date  
The Director IT (receiver's address)  
Company address  
Salutation,



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### Solutions – Business Communication & Report Writing

(The body may include information similar to the one given below:)

I appreciate you taking the time out of your busy schedule to discuss the Senior Web Developer position with me. After witnessing your department's strong team environment and learning more about the position, I feel strongly that I am the perfect candidate for this role.

In addition to my enthusiasm, strong educational background and specialized certifications, I bring over 8 years of experience in web development. Having worked with a wide variety of clients and companies in varying industries, I bring the quick learning and adaptability that are necessary for this role.

I am excited about the opportunity to work with such a talented and motivated team and look forward to hearing from you. If you need further information, such as my list of references, contact me at 222,222,2222. Thank you again.

Yours sincerely,

Your Name

**Total Marks    12**

**Q.9.** RNT Textile Mills (your address)

23- Chang Road, Grove City

Date

The Director (receiver's address)

Environment Protection Agency,

123 Road, Some Area, Hyderabad

Salutation

Paragraph 1: Reference to the issue and regrets for negligence.

Paragraph 2: Necessary measures taken. It may include some of methods of treating water like

Screening, Aeration, Filtration, Chlorination, etc. (Examinees may not have technical knowledge; still may assume one or two methods)

Paragraph 3. Request reopening

The severity of the loss both to business as well as the labor may also be mentioned.

Refer to attachment of documents

Sign off

Name and designation

**Total Marks    12**

**Q.10.** No suggestions; however, consider the following guidelines:

- A precis must be written in your own language
- Present the key ideas in clear, coherent and connected manner
- Use correct grammar and correct spellings
- Use appropriate vocabulary (use of technical jargons or complex words is not necessary)
- The length of Précis-writing should be within the word limit

**Total Marks    10**

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