

Concepts/Terms of Business Communication Sem-II

1. **Interview:** An interview is a formal conversation in which both concerned parties attempt to find out if the other party offers something valuable to them. An interview is a two-way process of communication where the interviewer seek information from the candidate to determine whether she/he is the right candidate for the job, while the candidate tries to decide whether the job and the organization are right for him/her.

2. **Selection Interview:** This type of interview is also known as job interview or Employment Interview or service interview. The main objective of this interview is to select the right candidate for the right position. This also give the employer an opportunity to assess the entire personality of the candidate and choose one from among the many applications of the job.

Many recruiters look for three important requirements in a candidate

- Aptitude and Ability
- Commitment
- Adaptability

3. **Appraisal Interview:** All the organisations keep on assessing the performance the evaluation of the employees. The appraisal interview is generally used as a means of sharing the employer's views on the performance of the employee with the employee himself/herself. It helps in improving the performance, building the employer-employee relations, ironing out the differences, attending to grievances and recommending the employees for the promotion and incentives.

4. **Grievance Interview :** The grievance interview is conducted in order to address the complaints or grievances of the employees. Allowing employees to air [to express] their grievances help the management.

i. resolve issues which otherwise could assume larger proportions

ii. gain an insight into the problems faced by the employee in order to rectify them win the goodwill and confidence of the employees.

iii. create an atmosphere of harmony within the organization by resolving issues.

5. **A report:** A report is a document which presents an account or statement of a plan of action, a course of action adopted , or an event that has taken place. A report provides information and facts or results that assists decision making. A report generally presents the desired outcome about the future course of action. In short , a report studies a problem or the situation and offers a solution to the problem.

6. **Feasibility Report:** A report is written to study the feasibility or possibility of any project or any new service or a major business plan . The committee members study the proposed

plan of the business or area and study is done whether the particular proposal is suitable or viable for the company after the survey of the market .The entire proposal is studied and suggestions are given about the proposal.

7. Analytical or Investigative Report: This type of the report is prepared to present findings after a scientific study or sample analysis. The report presents an objective analysis of the data with logical conclusions that are derived from it and it is submitted with a view to facilitating the decision making process.

8. Group Discussion: Group Discussion is a method used in the corporate world/Business schools to measure certain personality traits and skills that an organization seeks in the candidate. It allows a group to exchange thoughts and ideas among themselves. G.D. helps the organization to get an idea about the candidates and his or her General knowledge, leadership skills, teamwork, candidates' behavior, confidence, open-mindedness in accepting others views or opinions and participation and contribution in a group. The focus of the G.D. is on

- Verbal Communicative ability
- Non-verbal cues
- Leadership skills
- Persuasive skills

9. Conference: A conference is a meeting for consultation, discussion or an interchange of opinions or views. The conferences are attended by the people or individual who belong to a particular field. The members are invited to discuss the problem or disseminate information among the people belonging to the particular field.

10. Committee: A committee is a body of persons elected or appointed to meet on an organised basis for the discussion of and dealing with matters brought before it. Every organisations appoint committees to carry out the certain responsibilities and committees are given authorities to take decisions.

11. Seminar: A seminar is a discussion by a group of people that gathers to analyse a research paper or an advanced study, presented by the participants orally or in a written manners.

12. Secretary: Secretary is a person to whom certain responsibilities of writing letters, maintaining documents and performing confidential activities on behalf of the management are given. Depending on the responsibilities performed by the secretaries, types of secretaries can be Company Secretary, Private Secretary, Secretaries of the societies etc.

13. Webinar: The word Webinar is made of two words- Web and Seminar. A webinar is a live meeting that takes place over the web. It is a presentation, lecture, workshop or a

seminar that is transmitted over the web using Video-conferencing software. Webinar is an interactive elements: the ability to give, receive and information in real-time .

14.**Skype-technology:** Skype is an instant messaging and voice chat application that user can communicate with each other. It is completely free application. This app can be downloaded on i-phone or android phones. Users can see each others through Skype .

15.**House Organs:** House organs are the publications in the form of the in-house journals, bulletins, magazines and periodical booklets. They usually contain the news about the latest developments, events or products launch and news about the company's achievements. This is an Internal P.R. activity which develops employee participation as employees are expected to write articles in House Organs.

16.**Bulletins:** Bulletins are part of In-House journals published by the Public Relations Departments. Bulletin is a small newsletter which gives information to the employees about the latest developments of the organisations.

17.**Newsletter:** Newsletter is also a House Publications which give the publicity of the news of the company events or achievements. It is a part of In-House Publications used by Internal Public Relations activity.

18.**Public Relations:** Public Relations is the deliberate, planned and sustained effort of an organization to establish and maintain mutual understanding between an organization and its public. The main objective of P.R is image building of the organization . The P.R. officials carry on various activities for the betterment of the organization.

19. **Suggestion Schemes:** Many organisations conduct suggestions schemes for their staff members, where workers can give suggestions on improving the work standards or solving the problems faced by the organisations. Workers can give their suggestions in writing or through emails and the practical suggestions are implemented and given reward. This activity builds employee engagement and participation and employee talent is recognized through suggestion schemes.

20.**Notice:** Notice is an intimation about the meetings. It contains the information about the day, date, time, location and purpose of the meeting. Unless the notice is sent, a meeting is considered illegal.

21.**Agenda:**Agenda is the list of the items to be discussed in the meeting. Agenda is circulated along with the Notice of the meeting so that the members can come prepared and participate in the meeting.

22.**Resolution:** Resolution is the decision taken at a meeting. A secretary is expected to maintain a record of the deliberations and decisions made at a meeting. A resolution is written as a reported speech.

23.Meeting: A meeting is convened by circulating a notice amongst its members. It is a collective decision making process. In meeting, members discuss and take decisions on important issues faced by the organization.

24.Video-Conferencing: It is a method of connecting with the people or receivers who are located at far distance. Through Computers and Internet Connectivity, Video conferencing can be used for various purposes of business, distance education etc.

25.Quorum: Quorum is minimum numbers of members required for a meeting. Quorum is checked before the meeting starts. If the quorum is not sufficient, the meeting is adjourned for some time and after reaching quorum the meeting starts.

26.Open House: Many organisations conduct open houses for its employees and outside public where the premises of the Company or the factory is kept open for all. This is an activity of External Public Relations for maintaining good relations with the public.

27.Interviewer: Interviewer is a person who conducts Interview. Interviewer also need to prepare for the interview.

28.Interviewee: A candidate is also called Interviewee. An interviewee needs to prepare well for the interview.

29.WASP: This is the technique used while conducting the Job Selection Interview. W means Welcoming the candidate, A stands for Asking Questions. S means Supplying the information and P means Parting or leaving the interview properly.

30.Crisis Management: Crisis means any calamity or sudden problem which can affect the organization. Managing Crisis or a problem is very much essential for maintaining the image pf the company.

31.Video Conference: Fiber optic Network connection in conjunction with satellite that makes it possible for persons to use web-cams and confer with one another at an appointed day and time. Since people can see each other this becomes a live, face to face communication. This mode of communication is used by the business houses that have a global presence.

32. Campus Interview: Many colleges invites various companies in their campus for conducting Campus interview for their students. Students are given the opportunities for the placement /jobs through the campus interview.

33. Press Release: Important events or activities or achievements of the organisations are intimated to the Media. This is called Press Release. The Public Relation Departments staff required to write Press Release . It also contain the photos of the events.

34. Media Planning: The best means of reaching the public is through the newspapers, the television and now Social media such as Facebook, Twitter or the Internet. So Public Relations Depts plan out various activities for reaching to the public and creating good public image in the minds of the public. So Press Releases, Press Conferences or Promotional events are given through publicity. Now a day many companies are also using social media channels for this purpose.

Courtesy

1. Business Communication, Hory Shankar Mukherjee, Oxford Publication
2. Business Communication, University of Mumbai