

Business Communication - II

(As per the Revised Syllabus 2016-17 of Mumbai University for
First Year BMS, BBI & BAF, Semester II)

Urmila Rai

Former Principal,
Narsee Monjee College,
Vile Parle, Mumbai.

and

Former Director,
Pillai's Institute of Management Studies,
New Panvel, Mumbai.

S.M. Rai

Former Principal,
Hinduja College of Commerce and Economics,
Mumbai



Himalaya Publishing House

ISO 9001:2008 CERTIFIED

© **Authors**

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording and/or otherwise without the prior written permission of the publisher.

First Edition : 2017

-
- Published by** : Mrs. Meena Pandey for **Himalaya Publishing House Pvt. Ltd.**,
"Ramdoot", Dr. Bhalerao Marg, Girgaon, Mumbai - 400 004.
Phone: 022-23860170, 23863863, **Fax:** 022-23877178
E-mail: himpub@vsnl.com; **Website:** www.himpub.com
- Branch Offices** :
- New Delhi** : "Pooja Apartments", 4-B, Murari Lal Street, Ansari Road, Darya Ganj,
New Delhi - 110 002. Phone: 011-23270392, 23278631; Fax: 011-23256286
- Nagpur** : Kundanlal Chandak Industrial Estate, Ghat Road, Nagpur - 440 018.
Phone: 0712-2738731, 3296733; Telefax: 0712-2721216
- Bengaluru** : Plot No. 91-33, 2nd Main Road Seshadripuram, Behind Nataraja Theatre,
Bengaluru - 560020. Phone: 08041138821; Mobile: 9379847017, 9379847005
- Hyderabad** : No. 3-4-184, Lingampally, Besides Raghavendra Swamy Matham, Kachiguda,
Hyderabad - 500 027. Phone: 040-27560041, 27550139
- Chennai** : New No. 48/2, Old No. 28/2, Ground Floor, Sarangapani Street, T. Nagar,
Chennai - 600 012. Mobile: 9380460419
- Pune** : First Floor, "Laksha" Apartment, No. 527, Mehunpura, Shaniwarpeth
(Near Prabhat Theatre), Pune - 411 030. Phone: 020-24496323, 24496333;
Mobile: 09370579333
- Lucknow** : House No. 731, Shekhupura Colony, Near B.D. Convent School, Aliganj,
Lucknow - 226 022. Phone: 0522-4012353; Mobile: 09307501549
- Ahmedabad** : 114, "SHAIL", 1st Floor, Opp. Madhu Sudan House, C.G. Road, Navrang Pura,
Ahmedabad - 380 009. Phone: 079-26560126; Mobile: 09377088847
- Ernakulam** : 39/176 (New No. 60/251), 1st Floor, Karikkamuri Road, Ernakulam,
Kochi - 682011. Phone: 0484-2378012, 2378016; Mobile: 09387122121
- Bhubaneswar** : 5 Station Square, Bhubaneswar - 751 001 (Odisha).
Phone: 0674-2532129; Mobile: 09338746007
- Kolkata** : 108/4, Beliaghata Main Road, Near ID Hospital, Opp. SBI Bank,
Kolkata - 700 010. Phone: 033-32449649; Mobile: 07439040301
- DTP by** : Sunita
- Printed at** : Geetanjali Press Pvt. Ltd., Kundanlal Chandak Industrial Estate, Ghat Road,
Nagpur - 440 018.

PREFACE

Being prepared for the world of work entails having good command of communication skills. The first real, business communication that students face will be group discussion and job interview. In this book, a large number of actually asked interview questions have been provided as tutorial activity. Practice with these questions should raise students' self-confidence.

Besides, knowing as much as possible about arranging meetings, participating in meetings, and having a good understanding of the supporting written documents of a meeting would enable even a new entrant to a job to make a mark by performing well in all matters related to this important form of group communication.

Knowledge of how Public Relations works, how the company's letters impact relations with customers and associates, is an asset in any job. Ability to write useful and readable reports is a somewhat difficult skill which improves with practice and marks out the efficient employee. Combined with skills in summarising, these communication skills are an essential preparation for entering the workforce and beginning a career.

This book, which covers all these topics, also covers the Mumbai University's syllabus for Semester II of F.Y.B.Com., BAF, BMS and BBI.

We would welcome students' and teachers' feedback which we will be useful for improving subsequent editions.

Authors

SYLLABUS

Business Communication - II

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Presentation Skills	15
2	Group Communication	15
3	Business Correspondence	15
4	Language and Writing Skills	15
	Total	60

Sr. No.	Modules/Units
1	<p>Presentation Skills</p> <p>Presentation: (To be tested in Tutorials only) 4 Principles of Effective Presentation Effective Use of OGP Effective Use of Transparencies How to Make a Power Point Presentation?</p>
2	<p>Group Communication</p> <p>1. Interviews: Group Discussion, Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit, Online</p> <p>2. Meetings: Need and Importance of Meetings, Conduct of Meeting and Group Dynamics, Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions</p> <p>3. Conference: Meaning and Importance of Conference, Organising a Conference, Modern Methods: Videoconferencing and Teleconferencing</p> <p>4. Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR</p>
3	<p>Business Correspondence</p> <p>1. Trade Letters: Order, Credit and Status Enquiry, Collection (just a brief introduction to be given)</p>

	<p>Only following to be taught in detail:</p> <p>Letters of Inquiry, Letters of Complaints, Claims, Adjustments, Sales Letters, Promotional Leaflets and Fliers, Consumer Grievance Redressed Letters, Letters under Right to Information (RTI) Act.</p> <p>[Teachers must provide the students with theoretical constructs wherever necessary in order to to create awareness. However, students should not be tested on the theory.]</p>
<p>4</p>	<p>Language and Writing Skills</p> <ol style="list-style-type: none"> 1. Reports: Parts, Types, Feasibility Reports, Investigative Reports . 2. Summarisation: Identification of Main and Supporting/Sub-points, Presenting These in a Cohesive Manner.

QUESTION PAPER PATTERN

Maximum Marks: 75

Questions to be Set: 05

Duration: 2½ Hours

All Questions are Compulsory Carrying 15 Marks each.

Question No.	Particulars	Marks
Q.1	Objective Questions (a) Sub-questions to be Asked (10) and to be Answered (any 08) (b) Sub-questions to be Asked (10) and to be Answered (any 07) (*Multiple Choice/True or False/Match the Columns/Fill in the Blanks)	15 Marks
Q.2	Full Length Question OR	15 Marks
Q.2	Full Length Question	15 Marks
Q.3	Full Length Question OR	15 Marks
Q.3	Full Length Question	15 Marks
Q.4	Full Length Question OR	15 Marks
Q.4	Full Length Question	15 Marks
Q.5	(A) Theory questions (B) Theory questions OR	08 Marks 07 Marks
Q.5	Short Notes To be Asked (05) To be Answered (03)	15 Marks

Note:

Theory question of 15 Marks may be divided into two sub-questions of 7/8 and 10/5 Marks.

CONTENTS

Unit I: Presentation Skills

Chapter 1: Presentations	1 – 11
--------------------------	--------

Unit II: Group Communication

Chapter 2: Interviews	12 – 30
Chapter 3: Meetings	31 – 40
Chapter 4: Meetings: Notice, Agenda and Resolutions	41 – 55
Chapter 5: Conference	56 – 68
Chapter 6: Public Relations	69 – 90

Unit III: Business Correspondence

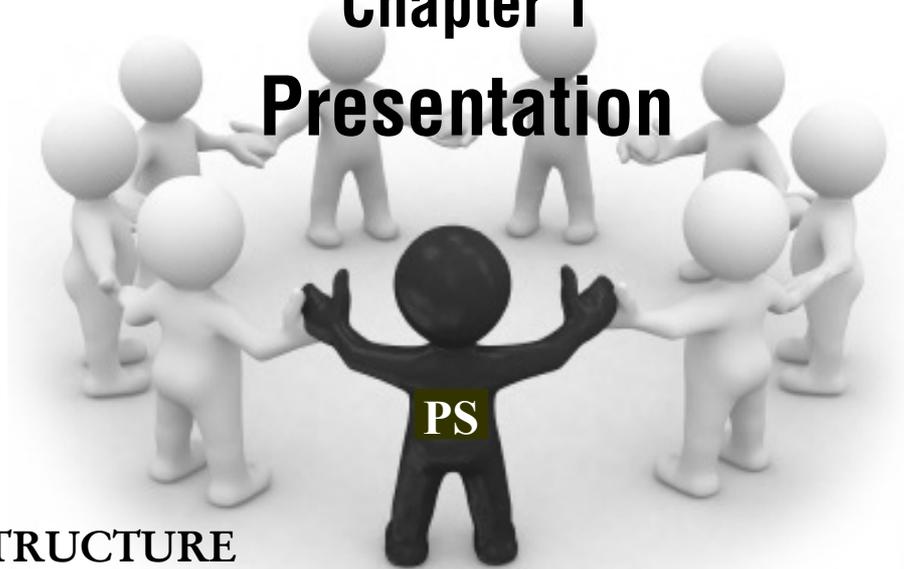
Chapter 7: Letters of Enquiry	91 – 107
Chapter 8: Complaints, Claims and Adjustments	108 – 126
Chapter 9: Sales, Promotional Leaflets and Fliers	127 – 144
Chapter 10: Consumer Grievance Letters and Letters Related to Right to Information Act	145 – 161

Unit IV: Language and Writing Skills

Chapter 11: Reports	162 – 183
Chapter 12: Summarisation	184 – 197

Unit : 1 Presentation Skills

Chapter 1 Presentation



STRUCTURE

- ◇ **The Four Principles of Effective Presentation**
- ◇ **Examining the Environment**
- ◇ **Preparing the Text**
- ◇ **Composition of Presentation**
- ◇ **Speaker's Appearance and Posture**
- ◇ **Practicing Delivery**
- ◇ **Handling Questions from the Audience**
- ◇ **Questions**

A presentation is a speech on a serious topic, for a knowledgeable audience. Its purpose is to inform, to explain, and to persuade the audience or to present a point of view. It may introduce a product or explain a process or narrate an experience; it is delivered to a small, knowledgeable audience at a conference, a seminar or a business meeting. It is followed by questions from the audience.

Presentation skills can be cultivated and developed by learning the formal aspects of making an oral presentation, and with practice. You do not have to be a brilliant speaker to make a good presentation; but you have to follow the principles carefully.

★ THE FOUR PRINCIPLES OF EFFECTIVE PRESENTATION

A presentation is quite a complicated form of communication. But you can succeed in making your presentation effective by following these four principles:

1. Examining the environment in which the presentation is to be made
2. Preparing the text and the required visuals
3. Taking care of one's physical appearance and body language
4. Practicing delivery of the talk

★ EXAMINING THE ENVIRONMENT

The environment includes the venue, the equipment and seating arrangement, the occasion, the organisers, the time available, other speakers if any, the audience and your own position in relation to the audience.

The Venue

If it is on your home ground, it is a place with which you are familiar and you will be more comfortable; but all the same, check the room and all the required equipment a few minutes before the talk. If it is outside your office, you must make efforts to get familiar with the room, the seating arrangement, the equipment and the speaker's location. How will it be arranged? Is there a platform? Will there be others sitting on the platform while you speak? Is there a mike? Is there a podium? Is its height comfortable? What is the arrangement for visual display?

Check the visual aid equipment carefully. Note its position and the projection and make sure you can handle it comfortably.

The Organisers

Find out everything possible about the organisers; the name of the organisation, its activities, names of the important persons in the organisation, and any important events related to the organisation.

The Occasion

Is it a business meeting or a conference or a seminar? Is there a special occasion for which it is organised?

Time Available

Check before-hand, the time allotted to you. Preparation work depends on the given time. You have to keep strictly within the allotted time and allow time for questions from the audience.

Other Speakers

Find out who else will be speaking. Will there be persons from competing organisations? What is their organisational position? Be careful not to make any unfavourable remarks about competitors whether they are present or not.

The Audience

The presentation must suit the needs and interests of the audience. The content and the tone depends on the nature of the audience. Take care of the words you use in the presentation. Some words may be considered offensive, or may be too technical or difficult. Do not refer to anything that might be inappropriate.

Size of the audience, and how they will be seated, will have to be taken into account so that you feel comfortable and can relate to the audience.

Age group of the audience is one of the factors to be considered; the following may provide a clue:

Children love to listen to stories and are interested in dramatic presentation; emotions of joy and sorrow can be aroused through stories; ideas must be built up from familiar surroundings.

High school and college students (teenagers) like to be treated like adults; they are responsive to new ideas; appreciate an honest straightforward approach; can be roused to idealism, but are also likely to be critical; they expect well-prepared, informative presentations. Visual aids are effective.

Young adults are the most sophisticated audience, with a wide range of interests and progressive attitude; they like new projects and ideas, but they are also very critical.

Middle-aged audiences are conservative and do not accept new ideas easily; they have more knowledge and experience of life, but may not be very enthusiastic about changes or new ideas; they listen with interest but do not easily accept.

Senior citizens are usually interested in information about new developments and what is **going on in the world. They also like to be reminded of the good old days.**

Status: What is the educational and economic status of the audience? Highly educated audiences of any age group are more critical. The rich, as a class, do not favour social changes.

Relationship with audience: Consider your own relationship to the audience. Do they think of you as an expert on the topic, as a colleague sharing experience, as a role model, as a company representative wanting to sell ideas or products?

★ PREPARING THE TEXT

The most important thing is to decide exactly what to say, find out the required information, and give it a proper shape. It must be logical and have a smooth flow from one point to the next.

Beginners will find it beneficial to write down the whole speech, including the words addressing the audience, the opening sentences and the ending sentences. Then correct, edit and practice it till you get a good presentation to fit within the time.

Length: The average speed of presentation is 100 words per minute; but it is necessary to find out your own speed by “delivering” a talk. An A4 size sheet typed in one-and-a-half line height in 12-point font size makes a two-minute speech. A four-to-five minute presentation is 400 to 500 words.

Style: A talk must sound like a talk; it must not sound like written material being read out. Use short sentences to enable the listener to grasp. See that the words and terms you use are suitable for your audience. Specialists in your own field will follow the technical terms, but others will not.

Keep the style formal. There is a formality in official speaking as distinguished from social or personal style of speaking.

Humour: If you can use humour well and effectively, it can be an excellent way to win your audience; but be sure that you can be humorous without being nervous or looking silly. Humour should be natural, light, enjoyable and relevant to the topic. It should not embarrass or hurt the feelings of any listener. Telling jokes just for the sake of humour is not effective.

Style of addressing: A presentation begins by addressing the audience. A formal style is:

Ladies and Gentlemen,

If there is a Chairperson, she/he must be addressed.

Madam Chairperson, Ladies and Gentlemen,

A presentation does not have an elaborate address style.

★ COMPOSITION OF PRESENTATION

Opening: You get about 10 seconds to make a good impact and impression. State your name even though you have been introduced; it reinforces your presence, and helps people to remember you. Create (write it down) a good, strong, solid introduction, and rehearse it till it comes naturally; the delivery must be cheerful and confident.

Try “delivering” these opening sentences. Change them to suit your own style.

- ▶▶ *Good morning, Ladies and Gentlemen. I am --- from --- (organisation/your class and division). I’m going to speak on ---.*
- ▶▶ *Good evening, Ladies and Gentlemen. As --- has already said, I am --- from ---; and I am here to share with you the results of my experiment with ---, (my experience of conducting---), (the background of the case of Messrs A and B from the point of view of their credit dealings with us.)*
- ▶▶ *Good morning to all of you. I am ---, and I intend to share with you the information I have gathered on the topic of “Barriers to Communication”.*

The introductory remarks must build rapport and focus the attention of the audience. It gives the audience the time to adjust to your personality; they size up the speaker while the introductory sentences are being spoken.

Use any of these methods to focus attention.

(a) Questions

Questions can be used in different ways. In the following examples, the first is rhetorical and no answer is expected. The second directly addresses the audience and a few hands may be raised. The third is an invitation to each one (of a small audience) to speak up.

- * *What is the average noise level in Mumbai? And what is the tolerable limit?*
- * *Do you know what you are going to do after you pass your B.Com.? How many of you have already planned your career?*
- * *What would you like to find out about buying a house during the next 30 minutes? Will each one of you tell me your expectations so I can address your concerns as I go along?*

(b) A pointed statement of facts and figures

- * *The persons at the lowest level in an organisation get only 20% of the information in the organisation. 80% is lost on the way downward.*
- * *Words carry less than 10% of the meaning of what you say. Your body language carries over 50% and your voice modulation carries about 40%.*

(c) An appropriate quotation or proverb

- * *A man is known by the company he keeps. A company is known by the customers it keeps.*
- * *"Your most unhappy customers are your greatest source of learning." ... Bill Gates*
- * *"Most success springs from obstacle or failure. I became a cartoonist largely because I failed in my goal of becoming a successful executive." – Scott Adams (creator of Dilbert)*

(d) A short anecdote or story

A story can create a lively and engaging bond with the audience, setting the tone for the rest of the presentation. However, the story must be told briskly, dramatically and must be well related to the theme of the presentation.

Body of the Presentation

Plan the body carefully. Choose three main points and elaborate each one briefly.

Make one visual for displaying your three main points. And one each for elaboration of each point.

Using Visual Aids

Visuals focus audience attention. Learn to handle your visuals properly, without getting confused.

They help both, the speaker and the audience; the speaker has them for orderly presentation of points, to illustrate with a diagram, to exhibit data; the audience get a reinforcement through the eyes for what they hear, and can see a visual summary of points.

You can use any one or more of the following as visual support for your oral presentation:

Posters can be displayed almost anywhere. Though this is old-fashioned, marketing persons going to rural areas have found this a very dependable method.

Flip chart requires an easel or stand. It is most useful for interactive presentations. You can put up on it ideas that come from the audience. And work on it with audience participation. People in the audience love to see their ideas written up during the presentation.

Overhead Projector (OHP) is popular and available in most places. Make slides on good quality transparencies. Put only 6 lines or less on one slide. Write or type large enough for the whole audience to see. (You have found out how many, and what seating arrangement and equipment) You can get computer printouts or Xerox copy out of a book to put on the OHP slides. Use large font size like 28 and a clear face type like Bookman Old Style.

It is best to use a black OHP pen for text; colours should be used only if they help to separate parts of a figure or a chart.

Handle them carefully. If you want to show only a part of the slide, cover the rest with a sheet of white paper.

Never leave a slide on the screen after you have finished with it. Switch off the OHP when you are not using it.

Making a Power Point Presentation

Power point projection is the most sophisticated and easy to use. But, you have to be careful not to be distracted by the capabilities of Power Point. It can provide colour, animation, and sound, but these features have to be used with care and a sense of balance.

A serious presentation must have simple slides. Avoid too much movement by animation; letters need not come in dancing or tumbling or with a loud bang or in a splash of colour. Use a single colour print and change the slides without any distraction.

Visuals must fit well into the speech. Prepare them carefully, to add to a point with illustration or to lay out the main points, or to display a chart or graph. Visuals should not be used just because they are easy to use. A good rate for matching visuals with your speech is one visual for every minute of **actual** speaking; for a 20-minute presentation, you may use 15 to 17 slides; a five-minute presentation may have 3 to 5 visuals. For some topics, you may need fewer slides.

A visual must never be crowded. One slide should have only six (or less) short lines of text. Each line should have no more than six words. Never put up entire paragraphs on the slide; no one can read it without taking away attention from the speaker.

If a slide has a quotation, the speaker should read it out. If the audience is made to read slides, their attention is taken away from the speaker. The visuals are meant to be an aid, not a substitute, for the speaker.

In the case of graphics and tables, a slide should have only one graphic or one table. Clutter on the slide is not attractive and does not serve any purpose; it only distracts the audience's attention away from the speaker.

When the audience is large, the projection has to be large enough. It is better to check how it looks to the audience; have someone project your slides and you sit at the back of the presentation room to check.

The speaker must be able to handle the equipment while keeping full attention on the audience; a speaker whose attention is demanded by the keyboard and the mouse gives the impression of being unprepared. Keep a laser pointer or a plain pointer handy in case of need.

Be careful never to come in the way of the screen; if you do, your shadow will fall across the screen.

Nervous speakers sometimes use the screen as an escape from having to look at the audience; they turn back to look at the screen. The speaker should use only the computer screen; the projection screen is for the audience, not for the speaker.

Finally, an excellent test of the presentation is to see how the speaker can manage without the visuals – just in case the equipment or the power fails. If the presentation can stand up without the visuals, it is proof that they are not a crutch!

Conclusion

The conclusion must include summary and closure. It must be effective and memorable. It has three clear functions.

Brief summary: For an informative speech, give a short summary of the main points. For a persuasive speech, add a request for co-operation or action.

Thank the audience: The audience has spent time listening to you. Thank them for giving you their time. (**Do not** say "Thank for your patience;" it sounds like they had to suffer your talk!)

Invite questions: It is very important to invite questions from the audience. Introduce the Questions Session with enthusiasm so that people are encouraged to ask questions. Maintain good eye contact with the audience and speak pleasantly,

- » I'll be glad to answer any questions.
- » I'm sure you have many questions to ask me. Who would like to ask the first question?

Write down your own sentence to invite questions and practice it well.

The concluding sentences should never be dragged; they should be vigorous and businesslike.

- » Thank you for listening to me..
- » I thank you for the interest you have shown in ---.
- » I have gathered an impression that you have enjoyed this presentation. The attention with which you have been listening certainly made me enjoy sharing my ideas with you. I'm sure you have a lot of questions to ask, and I'll be happy to try to answer your queries.
- » Thank you for giving me your time and attention. Any questions?

★ SPEAKER'S APPEARANCE AND POSTURE

Your physical appearance and personality make a significant impact on the audience.

Be **formally dressed**; if you are not used to working in formal clothing, practice presenting with visuals wearing formal clothes before the actual presentation. Make sure you are well groomed from head to toe. Audiences notice the speaker's appearance and body language before the speaker begins to speak.

Develop **good posture**. Stand tall and firm, be still and quiet, and take a deep breath. Practice standing and walking gracefully. Try balancing some books on your head while walking; it is good exercise for improving posture.

Decide what to do with **your hands** (**never** in the pockets!). Holding a paper, a bunch of cards (loosely strung together with a string or chain through a punched hole in one corner), and/or a pencil may be helpful.

Relax your face – this may need practice. Relaxation practice with deep breathing is good for general health as well as good preparation for stage appearance.

Eye contact is the most important aspect of the speaker's body language. Cast your eyes over the entire audience in five seconds. Remember to take in everyone in your glance. Smile naturally and say "Good morning" (or "Good afternoon," as suitable).

Keep **movements and gestures** to the minimum. Move as much as needed for establishing lively rapport with the audience and for handling visual aids. Too much movement or walking around distracts the audience's attention.

Speak loud enough to reach those sitting at the back. A very loud or very soft voice makes the audience inattentive. The voice should have variations and modulations to suit the matter and content of the speech. In a small room with a small audience, be careful to suit your voice to the mike if there is one. Keep a distance of one foot from the mike; most modern mikes are very sensitive.

Use pauses; when too many sentences or ideas are given, listeners get overloaded. They need time to absorb ideas. A short silence before making an important point emphasizes it. A pause after making an important point gives listeners the time to absorb it.

A pause is also useful to regain the attention of any distracted persons in the audience; unexpected silence causes most people to focus attention on the speaker.

Take **good care of your health**. If you are in good health, you will be energetic, enthusiastic and confident. Besides, the state of health affects the throat, the tongue and the entire speaking apparatus.

Confidence is an expressive quality that contributes to fluency and clarity. Have and demonstrate confidence.

Profile of a Good Speaker

A good speaker—

- » is lively, enthusiastic, interested in the topic and considers it important for the audience and so speaks with enthusiasm;

- » has a sense of responsibility to the audience and ensures that what is spoken will be worth the listeners' time; respects the audience;
- » has a sense of responsibility to the others in the programme and, if allotted 10 minutes, does not squeeze others off the programme by taking 15 minutes; shows respect for what they may have to say;
- » has sense of responsibility to the subject; does not speak on something s/he does not know;
- » has a sense of leadership; stands tall, makes eye contact, speaks responsibly and with authority; is positive, friendly, straightforward;
- » keeps head on shoulders; does not let confidence turn into over-confidence;
- » can accept feedback and benefit by it;
- » respectfully answers questions from the audience.

✪ PRACTICING DELIVERY

Content is *what* you say; delivery is *how* you say it.

It is essential to rehearse and practice actual delivery of the speech. No matter how much time and care you have spent on preparing the text, the success of the presentation depends on the delivery. Several rehearsals may be needed.

First, read out your script aloud; this will enable you to test if the language and style are suitable for speech, and comfortable for your speaking style. Change any words or sentences that are not comfortable to speak out.

Reading out aloud is **not enough**. Only actually delivering the presentation to an audience will show whether the words are natural and comfortable in speech.

Second, rehearse with the clock, especially if the time allowed is short as in a job interview presentation. Always allow time for the audience to ask questions and remember to invite questions at the end. Deliver the speech standing up, and in speaking style. (You can imagine the audience at this stage). This helps to **check the timing**; you can add or take away from the prepared script as required. In the beginning, the written text will be longer than required for the given time.

Rehearse your edited draft at least four times; first practice in front of a mirror. Make a video of your speech and listen to yourself; you will get honest feedback of how you sound and look when you make the presentation. You might want to modify some words, and your body language.

Remember to practice pauses. Pauses give the audience a chance to take in what they have heard. And, if you take your time and know when to be quiet you will be a better presenter.

Then deliver the presentation to any helpful audience that can be collected, such as a group of friends, or family who will give useful feedback as well as be supportive. Request your practice audience to ask questions.

Rehearse till you are "conversationally comfortable" with the material. It is worth making a full dress rehearsal (dressed formally as you would be for the actual presentation) for your

comfort. **Never learn the speech by heart;** it creates dependence, and if you forget even a single word, it can cause you great confusion. You should know the matter and the flow of your speech so well that you should be able to change a word or phrase on the spot.

Remember to watch yourself for the three important things about delivering a presentation:

Eye Contact

- » Engage your audience by looking at them
- » Include the different parts of the room
- » Never look over your audience
- » Do not turn back to look at the screen.

Voice

- » Project your voice.
- » If you have a soft voice, use a mike.
- » Speak in a natural, conversational style.

Movement

- » Maintain an alert, but relaxed, posture.
- » Take a few steps.
- » Use small, natural gestures.
- » Avoid unnecessary movements.

★ HANDLING QUESTIONS FROM THE AUDIENCE

Your presentation does not end when you have completed what you have to say. It is essential to invite questions from the audience. The question session often has more impact than your prepared presentation. It is the question session that demonstrates your ability to interact with the audience. You cannot always predict the questions that the audience might ask, yet you have to be prepared for the questions.

It is important to feel and look confident. Prepare by anticipating questions and gathering questions from friends. Above all, be honest if you do not know the answer to a question, and be competent in dealing with the situation.

The following guidelines would be of some help in handling the question session:

1. When a question is asked, repeat it for the entire audience. You can also rephrase it.
2. Wait for the questioner to complete asking the question before beginning to answer. If the question is vague and rambling, you can interrupt tactfully, saying something like "So, are you asking?" This will focus the question and give you space to begin an answer. Your skill in interacting with an audience is also being judged.
3. Take a moment to reflect on the question before answering it. This shows respect for the questioner, besides allowing you time to focus on the question.
4. While answering a question, regulate your eye contact: about 25% for the questioner and 75% for the rest of the audience.

5. If a question is asked during the talk, and the answer will clarify an ambiguity, answer it immediately. If the question is related to a specific problem, postpone it until the end of the talk. This is particularly important if the answer will distract either you or the audience away from the flow of your presentation.
6. Keep your answers short and to the point.
7. Do not get into a prolonged discussion with one person; and never get into an argument.
8. If you cannot answer a question, just say so. There is no need to apologise. You can then,
 - (a) Ask the audience for suggestions
 - (b) Offer to find out an answer and get back to the questioner later
 - (c) Suggest resources which would help the questioner find answers themselves.
9. When you have finished answering a question, ask the person who asked that question whether your answer has been sufficient. This shows respect for the questioner's concern and demonstrates your genuine interest in taking up audience's issues. It also gives you a chance to elaborate your answer, if necessary.

★ QUESTIONS

1. Prepare a good self-introduction to be used when you have to make a presentation. Practice delivering it till you are comfortable with it.
2. Write the opening paragraph for a formal presentation on the topic: *How extra-curricular activities contribute to your personality development.*
3. Prepare a closing paragraph of 2 to 3 sentences which you can use for any presentation.
4. Make a five-minute presentation on each of the following:
 - (a) How body language communicates in an interview
 - (b) Participants' responsibility in a meeting
 - (c) Using visual aids in a presentation
5. Prepare 5 to 6 slides for an eight-minute presentation on *Importance of Vacation Jobs for Undergraduate Students.*

