

PART 1

THE BASICS OF COMMUNICATION

1	COMMUNICATION	
	Meaning	4
	Importance	4
	Objectives	5
	Process	9
	Test yourself	10
2	MEANS OF BUSINESS COMMUNICATION	
	Introduction to Various Means of Communication	12
	Verbal Communication	13
	Oral Communication	13
	Advantages of Oral Communication	14
	Limitations of Oral Communication	15
	Written Communication	16
	Advantages of Written Communication	16
	Limitations of Written Communication	18
	Test Yourself	18
3	LISTENING SKILLS	
	Importance of Listening	20
	Types of Listening	21
	Barriers to Effective Listening	22
	How to Make Listening Effective	24
	10 Commandments of Listening	24
	Test Yourself	26

BUSINESS COMMUNICATION

4	MEANS OF NON-VERBAL COMMUNICATION	
	Importance of Non-verbal Communication	28
	Body Language	29
	Paralanguage	31
	Test Yourself	33
5	PRINCIPLES OF EFFECTIVE COMMUNICATION	
	C's of Communication	36
	Test Yourself	45
6	TYPES OF COMMUNICATION	
	Organizational Pyramid	48
	Formal & Informal Channels of Communication	48
	The Grapevine	50
	Direction of Communication	54
	Downward Communication	54
	Upward Communication	57
	Horizontal Communication	59
	Diagonal Communication	60
	Test Yourself	61
7	BARRIERS TO COMMUNICATION	
	Introduction to Barriers	64
	Overcoming the Barriers	68
	SWOT	69
	Test Yourself	71
8	EFFECTIVE SPEECH	
	Introduction to Speech	74
	Characteristics of a Good Speech	74

Delivering a Speech	75
Test Yourself	75

9 EFFECTIVE PRESENTATION

Introduction to Presentation	78
Purpose	78
Delivering an Effective Presentation	79

PART 2

THE BASICS OF CORRESPONDENCE

10 BUSINESS CORRESPONDENCE

Introduction to Correspondence	86
Importance of Business Correspondence	86
Test Yourself	88

11 BUSINESS LETTERS

Important Features of a Good Business Letter	90
Parts of a Business Letter	92
Layout of Letters	99
Test Yourself	105

12 TYPES OF LETTERS

Types of Business Letter	108
Business Enquiry Letter	108
Quotation Letter	109
Order Letter	111
Complaint Letter	112
Recovery Letter	113
Test yourself	114

BUSINESS COMMUNICATION

13 WRITING A COVER LETTER

Importance of a Cover Letter	116
Purpose of a Cover Letter	117
Guidelines to Write a Good Cover Letter	117
Essential Features of a Cover Letter	118
Types of the Cover Letter	120
Test Yourself	121

14 NOTICE, AGENDA & MINUTES

Introduction	124
Notice	124
Agenda	125
Minutes	126
Test Yourself	127

15 REPORT WRITING & PRESS RELEASE

Report Writing	130
Importance	130
Essential Features of a Good Report	130
Principles of Drafting a Report	132
Format of a Report	132
Press Release	134
Essential Features of a Good Press Release	135
Test Yourself	136

16 E-MAIL

Introduction to E-mail	138
Writing an E-mail	138
E-mail Etiquettes	140
Test Yourself	143

PART 3

THE BASICS OF GRAMMAR

17	INTRODUCTION TO GRAMMAR	
	Why Grammar?	148
	Parts of Speech	149
	Noun	149
	Pronoun	150
	Adjective	154
	Verb	158
	Adverb	169
	Preposition	170
	Conjunction	175
	Interjection	175
18	SUBJECT- VERB AGREEMENT	
	Introduction to Subject-Verb	178
	Rules	178
	Test Yourself	183
19	ARTICLES	
	Definite & Indefinite Articles	186
	Correct Usage	186
	Omission of Articles	190
	Test Yourself	191
20	TENSES	
	Present Past & Future	194
	Test Yourself	206

21 VOCABULARY BUILDING

Colloquial Phrases	208
Synonyms	210
Antonyms	219
Words Often Confused	229
One Word Substitution	244

22 READING SKILLS

Comprehension	250
Precis	250
Paragraphs for Reading and Comprehending	251
Test Yourself	264

23 COMMON ERRORS

Types of Common Errors	266
------------------------	-----