



COURSE CODE & NAME DCA1204 – COMMUNICATION SKILLS AND PERSONALITY DEVELOPMENT



1.)

a.) Question :- Discuss any four barriers to communication and substantiate your answer with one example for each?

Answer :- Clear-cut communication is the key to success in today's postmodern industrial world. It has become more than important than ever before to communicate clearly and succinctly your message across all forms of media to keep your brand image unblemished. Consistent, high quality and clear-cut communication will help you quell all negative propaganda that may have been floated by people within and outside your circle of influence.

Nowadays it is not enough for your products to be technologically sound, they need to be backed by strong marketing machinery disseminating up to date information about the brand through all forms of social media like Facebook, Twitter, LinkedIn etc.

i) Physical Barriers

On top of the list of physical barriers is stammering and similar such speech difficulties. Next is hearing disabilities that prompt the speaker to speak loudly.

But electronic modes of communication have reduced the barriers of time and space and even deaf, dumb and blind people are able to communicate. Even nonverbal communication should not be ignored, and the nonverbal cues offered by the listener will help you alter the course of the conversation.

ii) Psychological Barriers

Lack of interest, attention, distraction shown by the listener can put off the other person. Swiping the phone screen all the time, attending calls are all considered impolite. Avoiding eye contact can really put off the other person, especially if he is a position of authority. It can incite them to chide you and is treated as insolent behaviour.

Differences in perception and viewpoint can occur but if there is no hidden agenda in the minds of either party, it can be sorted out. Even religious differences and political problems can be sorted out if there is face to face, heart to heart communication with parties sitting together with an aim to resolve the issue.

iii) Language Barriers

Using jargon or over-complicated, unfamiliar or technical terms is an artificial barrier to communication. Some CXO gets a kick out of throwing business jargon to colleagues who might not

have done any courses in business administration. Conveying a clear and concise message is what excellent communication is all about.

Even in written communication, one who writes well is the one who uses simple words and presents his thoughts in an easy to understand manner. So, when readers peruse his written copy they can take part in his imagination and elicit the right responses as per the needs of the document.

iv) Cultural Differences

This is more often seen in oriental societies where there are more taboos about communication between opposite genders. Certain topics may be off-limits not just in routine conversation but in arts, cinema as well. In a corporate setting, up its best to stay away from politics, religion, sex, disability, racism or anything that puts off your colleagues.

Foreign tourists often meet cultural barriers to communication as they are unable to decipher the regional colloquialism and expressions of the local people. Stress is also a major factor in why people won't listen and is a major issue that creates a psychological barrier to communication.

2.) Question :- Elaborate upon the significance and purpose of reading for a graduate of Computer Applications.

Answer :- Reading can make you a better writer and speaker. Reading skills can take you a step ahead and help you achieve your objectives by customizing the way you read. If you choose the appropriate reading skill, it will enhance the reading process and help you achieve your goal.

If you wish to read for pleasure, you can use the extensive reading skill. There is no expectation from the reader here and you can understand the meaning of words through context. For example, after reading the sentence, "Tread softly because you tread on my dreams", you would be able to make out that the meaning of tread has something to do with walking.

Among the various reading skills, intensive reading is used most often. Here, you pay complete attention to every word and understand it fully. This method would take you much longer to read, but the comprehension of the text would be much higher.

Another reading skill, critical reading, helps analyze and question the assumptions in the text. It enables you to arrive at your own conclusions.

When you want to go over information quickly, you use skimming. For example, going through a book before purchasing it. Sometimes when you read, you only look for a specific portion. This skill is called scanning.

Choosing the appropriate way to read can help you get maximum benefit. For example, you should not skim through something that you need to prepare a report on. Similarly, you may not want to apply the extensive reading skill for a topic that you don't find interesting

3.) a.) Question :- What are the qualities of a business letter?

Answer :- Business letter should provide correct understanding of the message. It should get desired action from the receiver. Conciseness, completeness, clear, correctness, convincing etc. are the essential qualities of good business letter

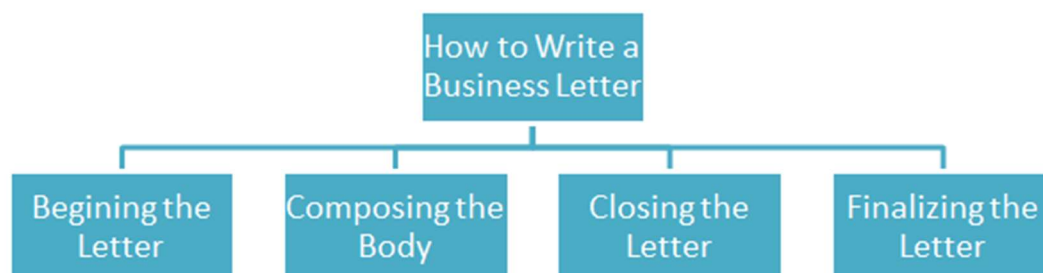
Good business letter should have the following qualities:

- 1. Concise** :- Business letter should be brief to save time. Lengthy sentences should not be used. Repetitions should be avoided. Words should be carefully chosen.
- 2. Complete** :- Business letter should be complete in itself. Important information should not be left out. It should provide all the needed information because incomplete letters waste time, money and efforts.
- 3. Clear** :- Clarity is another essential quality of business letter. It should be clear in all respects. The subject matter should be clear. Sentences should be simple and short and they should not have double meaning. The writer should have clear idea about the subject matter of letter.
- 4. Correct** :- Business letter should be correct about facts, figures and statements. The language and grammar should be correct and right words should be used .
- 5. Convincing** :-Business letter should be convincing. It should win confidence and trust of the receiver. Statements should be supported by facts, figures and results. The letter should reflect the personality of the writer.
- 6. Consistent** :-Business letter should be consistent. It should be logically arranged. There should be consistency of thoughts. An orderly arrangement in short paragraphs increases consistency.
- 7. Captivating** :-Good business letter should be captivating. It should be eye-catching. It should retain the attention and interest of the reader. The appearance of the letter should be attractive. Good paper should be used. Letterhead and typing should be impressive. Too many corrections make the letter unattractive.

b.) Question :- Discuss its various types?

Answer:- A business letter is a professional, formal letter that is sent by one company to another. These letters can be used for professional correspondence between business clients, employees, stakeholders as well as individuals.

Whether you need to tell a potential client about your product, collaborate with another company, convince someone to attend your event, or give a thank you note – a **well-written business letter** can stand out.



If you want your reader to get the best possible impression, keep your message crystal-clear.

In the opening paragraph, introduce yourself and clarify the point of your letter. You can also mention mutual connections here, in case the recipient doesn't know who you are.

Not sure how to start?

You can write "I am writing to you regarding..." as the opening line.

In the next paragraph, go into the details of your main point.

In the closing paragraph, briefly summarize your points, restate the letter's purpose and tell your planned course of action.

Word choice can make or break the effectiveness of your business letter. Avoid flowery descriptions and jargon unless you're sure the recipient will understand what you're talking about.

As Benjamin Franklin once said, "Time is money."

Keep the letter clear and concise. Get to the point as quickly as possible.

Save casual language for emails and messages – your printed business letters should be a little professional.

With that said, make sure that you sound like yourself. You don't want your letter to come off as something written by a machine!

Tip: Use verbs that have an active voice instead of passive. Active voice shows that you care and that you're responsible for your actions. (Example: "We will deliver it to you by December 15." Not... "Your item will be delivered by December 15.")

Did you know that paper-based communication is more memorable and enriching than communication done through screens?

Another reason for you to send a printed business letter!

Yes, an e-mail might be the quickest and the most convenient way for business conversations, but a printed business letter will never lose its charm and effectiveness.

Also, now that you know what you're doing, writing business letters is going to be a cakewalk for you.

This is a short remark that marks the end of your letter. You've got a lot of options here but choose the one that reflects the formality of your relationship.

Recommended formal closings include "Yours Truly" or "Respectfully" or "Sincerely".

If your letter is less formal, you can write "All the best" or "Thank you" or "Regards" or "Best".

Regardless of what you choose, add a comma to the end of it.

If you plan to send anything along with your business letter, you can indicate this simply by writing *Enclosures* after the signature.



4.) a.) Question :- What are the characteristics of personality?

Answer:- Personality is defined as individual characteristics that emerge from genetic and environmental influences and which subsequently change over time. Although there is generally no generally accepted definition of personality, several theories focus primarily on psychological functions and motivation in human beings. In addition, newer research has revealed that personality has a greater role in determining success in life than previously thought. The following article provides an explanation as to why personality may affect a person's chances for success in life.

Several theories in psychology attempt to explain how personality traits and behaviours affect us. These theories include contingency theory, optimal allocation theory, additive genetic theory, behaviour gene theory, human capital theory, and the familial theory of personality. Each of these theories offers a unique way to examine the role of personality in our lives. Additionally, each of these theories is influential in defining what is known as the "big picture" of how personality affects the variables that compose an individual's life.

According to the contingency theory, personality traits are determined by circumstances and events that surround an individual. For instance, if a person has learned and had a strong disposition toward action since childhood, this could be an indication that they will take action in the face of adversity. In contrast, people who have a tendency to be afraid of uncertainty and unfamiliar situations may not be able to handle the stressors that come with new and different situations. The optimal allocation theory suggests that people will behave in ways that optimize their chances of success and avoid those behaviours that might hurt their success potential. According to the additive genetic theory, certain personality traits are controlled by genes and environment, and these traits can then be changed by a person's behaviour. According to the behavioural gene theory, individuals that have parents or other people who are closely related to them tend to have certain behavioural traits, and these traits can be modified through extensive training.

Myers-Briggs is a model used in organizational and psychological practice. The main advantage of using the Myers-Briggs model is that it can help identify personality characteristics that can be changed. The model is based on the "Myers-Brigg Type Indicator" (MBTI) that categorizes personalities into four broad categories. These categories are Dominance, Steadiness, Influence, and Conscientiousness. A person's personality falls into one of these types from the expression of their dominant personality characteristic.

Since behaviour is controlled by the personality trait that individual shows, personality psychologists can use the MBTI to determine the level of these personality traits, including their strengths and weaknesses. For example, a person that is high in Steadiness can be expected to be stable rather than adventurous. This is because stability is a positive trait that leads to the development of a balanced personality. In contrast, an individual who is high in Influence may find it difficult to take decisions that are influenced by their emotions, since these emotions make them act in a way that is unprincipled.

The fourth broad category is Conscientiousness, which indicates the need to evaluate the behaviour and performance in terms of its effect on others. Individuals who score high in this area are caring and trustworthy, have high standards for success, and exhibit good organizational skills. Individuals who are low in conscientiousness tend to be rational, confident, and indecisive; have a narrow view of the world, and do not value or follow the basic principles of civilization, fairness, and justice. People who are introverted or not open to other people, as indicated by low openness to experience, are high in the Dominance style personality trait.

Myers-Brigg theory distinguishes seven different styles or personality types. Each personality type displays a set of strengths, but no corresponding strength or weakness. Broadly speaking, there are three major intangibilities or attitudes toward life: Steadiness, Dominance, and Conscientiousness. The first three are widely considered to be the “security” attitudes. While each of these personalities have different aspects, all three can be seen as indicating a person’s compatibility with others.

Research suggests that all the traits and aspects of personality make up a broad package of psychological attitudes, beliefs, and behaviours. These attitudes and behaviours can vary from individual to individual and are influenced by personal experiences and early experiences. For example, a person who grew up in poverty may display characteristics of Steadiness, but may also show signs of Dominance, especially if they had a dominant parent. Similarly, a person who was extremely religious as a child may become a religious septic as an adult, but their personality would still likely display some of the same characteristics, since all humans share many traits.

b.) Question :- What determines the development of personality?

Answer:- Personality is what makes a person a unique person, and it is recognizable soon after birth. A child's personality has several components: temperament, environment, and character. Temperament is the set of genetically determined traits that determine the child's approach to the world and how the child learns about the world. There are no genes that specify personality traits, but some genes do control the development of the nervous system, which in turn controls behaviour.

A second component of personality comes from adaptive patterns related to a child's specific environment. Most psychologists agree that these two factors—temperament and environment— influence the development of a person's personality the most. Temperament, with its dependence on genetic factors, is sometimes referred to as "nature," while the environmental factors are called "nurture."

While there is still controversy as to which factor ranks higher in affecting personality development, all experts agree that high-quality parenting plays a critical role in the development of a child's personality. When parents understand how their child responds to certain situations, they can anticipate issues that might be problematic for their child. They can prepare the child for the situation or in some cases they may avoid a potentially difficult situation altogether. Parents who know how to adapt their parenting approach to the particular temperament of their child can best provide guidance and ensure the successful development of their child's personality.

Finally, the third component of personality is character—the set of emotional, cognitive, and behavioural patterns learned from experience that determines how a person thinks, feels, and behaves. A person's character continues to evolve throughout life, although much depends on inborn traits and early experiences. Character is also dependent on a person's moral development .

In 1956, psychiatrist Erik Erikson provided an insightful description as to how personality develops based on his extensive experience in psychotherapy with children and adolescents from low, upper, and middle-class backgrounds. According to Erikson, the socialization process of an individual consists of eight phases, each one accompanied by a "psychosocial crisis" that must be solved if the person is to manage the next and subsequent phases satisfactorily. The stages significantly influence personality development, with five of them occurring during infancy, childhood, and adolescence .

5.) a.) Question :- What are the general principles of time management?

Answer:- The principles below are derived from research on time management, motivation theory and much experience working with university students. Think of time management techniques as tools to help you do what you value the most. Make these tools into an expression of your values—what’s most important to you—not just a schedule to get more stuff done. Try to keep these principles in mind as you schedule and calendar

your time, and when making the moment-to-moment decisions that are crucial to effective time management for balance and well-being.

1. **Commitment**—if you can't commit to devoting time to a task, don't put it in your schedule. Only schedule tasks you WILL do. Be brutally realistic, not idealistic when making your schedule. Creating a schedule you can't actually keep is setting yourself up for frustration. If you don't actually stick to your schedule it will soon become useless. This may have happened to you in the past.
2. **Pursue fun with a vengeance**—Make time for enjoyable, rejuvenating and satisfying activities like organizations, sports, and entertainment. Organize your academic and other obligations AROUND these commitments to fun.
3. **Time vs. task focus**—Think of your day in terms of time, not the tasks you have to do. Devote time to important tasks every day. It's hard to predict how long a task will take, so it's hard to schedule with great precision. But you can reliably schedule regular intervals of time and get into a routine. Make an appointment with yourself for a particular time period, and when playing or working, set your purpose "I'll get the most out of this time."
4. **One thing at a time**—Current research shows us that multi-tasking is a myth. In actuality, we are switching back and forth between tasks. With each switch we pay a cognitive cost and a time cost: It takes time to get mentally back into the task, thus making us less efficient. When switching we lose the depth of our engagement, absorption. This depth is necessary at Princeton where you are expected to gain conceptual mastery, not merely a superficial understanding.
5. **Block out time**—devote, on a regular basis, chunks of time to a specific class. Make it part of your schedule, your routine. Estimate how many hours per week you want to devote to a class. Set aside this many hours for working tasks in the course. Slice up your task into pieces and allow specific blocks of time for specific pieces of a big project.
6. **First Things First**—if you can do so, schedule the things that are most important to you first thing in the day, or at the first available time slot. Anything that gets scheduled later in the day has a greater chance of getting interrupted, put off and never gotten to. You won't be thinking or worrying about your work during your leisure time if you get academic tasks done first.
7. **Routine**—It takes 30 days to create a habit, but good habits make your life easier. With good habits in place you don't have to make as many hard decisions, thus you are less likely to make unproductive ones such as talking yourself out of doing what you had planned.
8. **Flexibility**—How do you incorporate flexibility into your schedule? Don't schedule every hour of the day, leave empty time slots, and schedule in recreation time. Create a two-hour or three-hour block on Friday as a catch all makeup time. When things come up and you are deciding whether to diverge from your established schedule, survey future hours and days to see where you can make up lost time. Switch blocks of time so that your schedule reflects your new commitments.
9. **Respond vs. react**—In the moment of decision-making, when faced with a decision or an impulse to diverge from your schedule, don't just react, RESPOND. Pause, take a moment to think. Remember what's most important to you and do what will help you get it. For example, if exercise is a top priority for you, don't let a sudden fear about a grade prevent you from exercising. Be ready to reduce the amount of time, but don't compromise on your health. Don't let "mindgames" in which you create justifications get in the way or lead you astray.
10. **Organize your environment**—both physical and social—for success, for support—be creative.
 - a. Choose carefully where you study and do other tasks: minimize distraction; maximize focus.
 - b. Use physical reminders. If you want to work out more, but are getting bogged down in email or Facebook, put your running shoes on top of your laptop. Make it harder to get off track and easier to stick to your plan by changing your environment.
 - c. Instead of friends being a "distraction", enlist their support:
 - i. **Study buddy/group**—work on problem sets, readings, etc. in your shared course together.
 - ii. Get a study/writing partner—same place and time, but not the same course.

iii. Ask friends NOT to call you at specific times. Ask them to help you stick to your schedule. Say, “tell me to leave your room” or the dining hall after one hour, etc.

b.) Question :- Critically explain the concept of time management?

Answer:- Time management is the strategy of planning out your available time and controlling the amount of time you spend on specific tasks in order to work more efficiently. Effective time management comes easier to some people than to others, but everyone can develop habits to improve their time management skills. Without strong time management, your work and wellbeing can suffer, and it can lead to:

- Producing poor quality work
- Missing deadlines
- Increasing your stress levels
- Ruining your work-life balance
- Harming your professional reputation

When you learn to block time out of your day for all your important tasks, you’ll have a better idea of everything you need to accomplish and how long each task should take. When you have a schedule to follow, you’ll likely find that you spend less time deciding what to work on or procrastinating and more time getting down to important work. Time management can help you focus on just the essential tasks ahead of you and avoid time-consuming distractions.

When you’re not constantly racing to meet a deadline, you can put more effort and thought into your work. Time management helps you prioritize your tasks so that you ensure you have enough time available to complete every project. The quality of your work increases when you’re not rushing to complete it ahead of a fast approaching deadline.

Properly managing your time involves assigning every task on your list to a specific blocks of time. Many people use time management to allow themselves several days to complete a project, or finish it ahead of the due date to provide a buffer for any challenges that might arise. If you properly schedule the time needed to complete your work, you’ll be able to hit your deadlines every time.

It’s easy to become anxious when you have a full list of tasks to accomplish both for work and in your personal life. Good time management can help you prioritize your to-do list and set aside the time needed for your most important tasks, so you know exactly what you need to do and how much time you have available to complete everything. Prioritizing your tasks and giving yourself enough time to accomplish them can help reduce your stress levels.

6.) Question :- Discuss the role and functions of an effective leader?

Answer:- Small businesses with positive leadership roles are more likely to have effective management, rewarding cultures and productive teams. Although some individuals have natural talent and excellent leadership skills, all business owners and managers can learn to become better leaders. In order to drive the success of your business, make sure you full fill the following critical roles of a leader.

Provide a Vision

Providing a vision for the team is the single most important role of the small business owner. Employees cannot be expected to participate in a common effort if they don’t know the

goals of the business. When team members understand the vision and goals, they are more focused and understand how their individual role helps to drive the success of the business.

Establish Effective Organizational Structure and Communication Protocols

Set up a clearly defined organizational structure which includes an organizational chart outlining the chain of command and protocols for effective communication. Employees need to understand who they report to when they have questions or concerns. To facilitate effective communication and efficiency, develop communication protocols. It can be helpful to use multiple channels like email and teams chat groups to augment one-on-one communication and staff meeting interactions. The type of communication method utilized should be appropriate for the content of the message. Memos are fine to convey announcements and information on minor issues. Face-to-face meetings are necessary to discuss important issues or convey information that is sensitive or may result in questions.

Be an Effective Role Model

Demonstrate the behavior desired from the rest of the team. Business owners that display outbursts of anger, make snap decisions with no regard to the potential outcome for the staff, demonstrate uncaring attitudes, show favoritism for some employees, withhold information from the staff, procrastinate on important decisions, tolerate lack of accountability, demonstrate inconsistencies in client service or fail to listen to their employees will not be as respected by the team and likely will not be as successful in achieving their business goals.

Inspire and Motivate

One definition of leadership is to “inspire, influence and guide others to participate in a common effort.” Good leaders don’t just bark orders or hand out directives with no explanation. Instead, they use effective communication and motivation techniques to facilitate action by their teams. Leaders that inspire and motivate their teams solicit input from employees, keep team members informed, give timely and specific feedback regarding job performance, ensure training needs are met and hold employees accountable.

Delegate and Empower

Good leaders surround themselves with the right people in the right jobs. This facilitates being able to lead rather than manage. A small business owner can begin the process of effective delegation and empowerment with their management level team. As a leader, you can focus on the strategic vision of your business. When you’re able to delegate tasks to those who are best aligned to that specific skillset, you’re creating an environment conducive to learning and growth.

Effective Time Management

Part of being an effective leader includes time management. If you spend most of your time fielding complaints and reacting to problems, this may be a sign that you are not delegating effectively or empowering team members. Explore resources on time management and create action steps to improve. Some attributes of efficient time management include eliminating distractions, prioritizing tasks with a to-do list, holding effective meetings, including breaks to re-fuel your brain and body and outsourcing tasks that others can help with.

Small businesses require great leadership. As a small business owner, focus on these best practices to improve employee retention and drive long-term success. Set the right tone with your actions and lead by example – your business will be better for it.