

Victoria University of Bangladesh

Mid-term Examination

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Business Communication - BUS 212

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Answer to the question no-1

Business Communication is meant by the different and unique rather from other type of communication since the purpose of business is to get profit. Thus to make a good way for profit the communicator should develop good communication skills. Everyone knows that in the present day trends the knowledge alone won't be a fruitful one to have sustainable development. By knowing the importance of the communication many organisations started training their employees in betterment of communication techniques.

Moreover, Business Communication used to promote a product, service, or organization, relay information within the business or deal with legal and similar issues, it is also a means of relaying between a supply chain for example the consumer and manufacturer.

Effective Communication is important in running a successful business and why there are given below:- The ability to communicate and communicate well is one of the biggest factors in business success. You could be an excellent designer but if you're unable to promote your

services and communicate effectively with clients and colleagues, your potential is limited. The principal areas where communication is essential include:-

- (i) Pitching potential clients.
- (ii) Client meetings.
- (iii) Customer service.
- (iv) Face to face networking.
- (v) Marketing your business.

(i) Pitching potential clients :- when you freelance or own a business, your livelihood depends on your ability to sell your service. You need to be able to convince prospects that you are the best person.

(ii) Client meetings :- Client meetings, even those that take place over the telephone are an integral part of every successful business. Follow these tips to make your meeting as productive as possible.

(iii) Customer service :- your clients want to feel that they are your priority. You can make them feel so by providing exemplary customer service. Try these communication focused actions to improve your customer service.

④ Face to face networking :- Networking events, conferences and other face-to-face opportunities can take your business to a new level. These tips focus on helping you get the most from in-person networking activities.

⑤ Marketing your business :- Whether you market your business online, in person or through traditional advertising, to the communication is key to brand awareness. Here are two secrets to magnify the impact of your marketing across the board.

There are many important things to running a successful business these are given below :-

① ASK the right questions :- Part of selling your services is being able to understand the client's unique needs. You can do this only by asking questions that get to the heart of the challenges they are facing. Once you have a clear understanding of the problem that the client needs to solve, you can pitch your services as the best possible option for the client outlining how you will meet their needs.

⑪ Communicate Professionally :- Your Professionalism can win you contracts, and your communication skills add to the complete package. Take time to proofread all emails prior to sending. Use a business email address with a proper signature and answer the phone professionally and speak articulately and competently at all times.

⑫ Schedule and Prepare Thoroughly :- We're all busy these days, so schedule your meeting in advance ensure that you and your clients have an adequate amount of uninterrupted time to speak. Sharing the agenda for the meeting gives both you and the client an opportunity to fully prepare.

⑬ Speak, Pause, Listen :- When you have several topics to tackle, rushing through them to get all of your ideas out may be tempting. But this causes confusion and makes the client feel that their input is not important. Establish a five-and-take that allows both parties to have their say.

⑭ Follow up in writing :- While you may be taking notes during phone or in-person meetings, the other party might not be

So follow up after the meeting with a written message, giving an overview of the discussion to make sure you are both on the same page.

(vi) ASK for feedback :- on way to maintain the long-term relationships with your clients is by keeping open lines of communication.

(vii) Address Problems :- if a client is unhappy don't ignore their complaints. Ask them why they are unhappy and what you can do to fix the situation. The longer you wait to bring it up the worse it will get. Addressing the issue and being accountable when appropriate puts you on the path to resolution.

(viii) TRY a New format :- if a problem with your client stems from miscommunication, try a different method of communication.

(ix) Prepare an Elevator speech :- An elevator speech helps you make the most of a first impression, while making networking the situations easier and more than productive. Be prepared with your speech and ready to answer common questions about your business and what you do.

So, effective communication is the most important for running a successful business.

Answer to the question no-3

Short notes:-

Community engagement

Community engagement seeks to engage the community to achieve sustainable outcomes, equitable decision making processes, and deepen relationships and trust between the government organisations and communities. Community engagement is based on the democratic idea that everyone who is affected by an issue that impacts their community should have a say in the decision making around it. It, moreover, holds the promise that public participation can be influence decisions that affect provision of services, future visions and sustainability of our communities.

Elevator Speech

Short note:- An elevator pitch, elevator speech, lift speech or elevator statement is a short description of an idea, product, or company that explains the concept in a way such that any listener can understand it in a short period of time. An elevator speech can be used to entice an

investor or executive in a company, or explain an idea to founder's parents. The goal is simply to convey the overall concept or topic in an exciting way. In the financial world, an elevator speech refers to an entrepreneur's attempt to convince a venture capitalist that a business idea is worth investing.

Cognitive Dissonance Theory

Short note :- Cognitive (Psychological Processes involved in acquisition and understanding of knowledge, formation of beliefs and the attitudes, and decision making) Dissonance theory argues that the experience of dissonance (or incompatible beliefs and actions) is aversive and people are highly motivated to avoid it. In their efforts to avoid feelings of dissonance, people will avoid hearing views that oppose their own, change their beliefs to match their actions, and seek reassurance to avert making a difficult decision.

Uncertainty Reduction theory

Short note:- Uncertainty reduction theory suggests that when strangers meet, their primary focus is on reducing their levels of uncertainty in the situation. Their levels of uncertainty are located in both behavioral and cognitive (psychological processes involved in acquisition and understanding of knowledge, formation of beliefs and attitudes and decision making) area. That is, they may be unsure of how to behave and they may also think of them. Further, people's uncertainty is both individual to level and relational level. People are highly motivated to use communication to reduce their uncertainty according to the theory.