



# MUTHAYAMMAL ENGINEERING COLLEGE

(An Autonomous Institution)

(Approved by AICTE, New Delhi, Accredited by NAAC & Affiliated to Anna University)

Rasipuram - 637 408, Namakkal Dist., Tamil Nadu.



## MUST KNOW CONCEPTS

MKC

ENGLISH

2021-22

Course Code & Course Name : 21HSS01 & Business English

Year/Sem/Sec : I/I

S.No.	Term	Notation (Symbol)	Concept / Definition / Meaning / Units / Equation / Expression	Units
<b>Unit-I : Communication and Business English</b>				
1.	Communication		The imparting or exchanging of information by speaking, writing, or using some other medium.	
2.	Objectives of Communication		<ul style="list-style-type: none"> <li>➤ Building awareness</li> <li>➤ Providing information</li> <li>➤ Creating interest</li> <li>➤ Corroborating a brand</li> <li>➤ Stimulating demand.</li> </ul>	
3.	Types of Communication		There are two types of communication: <ul style="list-style-type: none"> <li>➤ Verbal communication</li> <li>➤ Non verbal communication.</li> </ul>	
4.	Verbal Communication		Verbal communication is the type of communication that is done using the words either in written or oral form.	
5.	Non verbal Communication		The non verbal communication is the wordless communication such as facial expressions, body movements, gestures and eye contact.	
6.	Written Communication		It includes letters, e-mails, social media, books, magazines, the Internet and other media, which has led to an explosion of information and communication possible.	
7.	Interpersonal Communication		It is a process that involves participants who negotiate their roles with each other, whether consciously or unconsciously.	
8.	Oral Communication		This is the communication which employs the spoken word, either direct or indirect as a communication channel.	
9.	Vertical Communication		This is the communication in which the information or data flows up and down the organizational structure.	
10.	Horizontal communication		This is the communication between two similar levels of the organization.	
11.	Process of Communication		<ul style="list-style-type: none"> <li>➤ The sender</li> <li>➤ Encoding</li> <li>➤ The message</li> </ul>	

			<ul style="list-style-type: none"> <li>➤ The channel</li> <li>➤ Decoding</li> <li>➤ The receiver</li> <li>➤ Feed back.</li> </ul>	
12.	Feedback		It is a content from the receiver which shows how the message is understood and attempt to correct any misunderstanding or confusion as soon as possible.	
13.	Communication Channel		It is used to transmit our message to a recipient, or to receive a message from someone else. It includes face-to-face conversations, telephone calls, text messages, email, the Internet, social media, radio and TV, written letters, brochures and reports.	
14.	Barriers to communication		<ul style="list-style-type: none"> <li>➤ Language barriers</li> <li>➤ Psychological barriers</li> <li>➤ Physiological barriers</li> <li>➤ Physical barriers</li> <li>➤ Attitudinal barriers.</li> </ul>	
15.	Language Barriers		When communicating in the same language, the terminology used in a message may act as a barrier if it is not fully understood by the receiver(s).	
16.	Psychological Barriers		The psychological state of the receiver will influence how the message is received.	
17.	Physiological Barriers		Physiological barriers may result from the receiver's physical state.	
18.	Physical Barriers		An example of a physical barrier to communication is geographic distance between the sender and receiver(s).	
19.	Attitudinal Barriers		Attitudinal barriers are behaviors or perceptions that prevent people from communicating effectively.	
20.	Communication barrier		It is that in many communications, the message may not be received exactly the way the sender intended due to few obstacles.	
21.	Overcoming Barriers		Some tools that can be used to bridge barriers in everyday communications are active listening, use of simple language and getting constructive feedback.	
22.	Effective communication		It is a communication between two or more persons wherein the intended message is successfully delivered, received and understood.	
23.	Business operations		Everything that happens within a company to keep it running and earning money is referred to collectively as business operations.	
24.	Elements of business operations		<ul style="list-style-type: none"> <li>•Process</li> <li>•Staffing</li> <li>•Location</li> <li>•Equipment or technology</li> </ul>	
25.	Conversation		It is an interactive communication between two or more people.	

## Unit – II – Grammar & Vocabulary

26.	Phrase		It is a group of words that work together to make meaning, but it's not a complete sentence.
27.	Noun Phrase		A noun phrase is usually assembled centering a single noun and works as a subject, an object or a complement in the sentence
28.	Adjective Phrase		An adjective phrase is comprised of an adjective and works as a single adjective in the sentence.
29.	Clause		A clause is a group of words that contains both a subject and a predicate.
30.	Independent Clause		An independent clause functions on its own to make a meaningful sentence and looks much like a regular sentence
31.	Dependent Clause		A dependent clause cannot function on its own because it leaves an idea or thought unfinished.
32.	Kinds of sentences		Declarative sentence, Interrogative sentence Imperative sentence, Exclamatory sentence.
33.	Declarative Sentence		A declarative or assertive sentence states a fact, opinion or idea.
34.	Interrogative sentence		An interrogative sentence asks a question. An interrogative sentence is followed by a question mark (?).
35.	Imperative sentence		An imperative sentence gives a command or a request
36.	Exclamatory sentence		An exclamatory sentence expresses strong feeling. The exclamatory sentence always ends with an exclamation point.
37.	Sentence patterns		A sentence can be divided into five parts: Subject, Verb, Object, Complement, Adjunct.
38.	Subject		The subject of a sentence is the person, place, or thing that is performing the action of the sentence.
39.	Verb		A verb is the action or state of being in a sentence
40.	Object		The object of a sentence is the person or thing that receives the action of the verb.
41.	Direct Object		A direct object is a word or phrase that receives the action of the verb.
42.	Indirect Object		Indirect object follows the verb and precedes the direct object.
43.	Complement		A complement completes the meaning of a subject or an object.
44.	Adjunct		An adjunct is a word or a phrase that is added or joined to a sentence to give additional meaning to it.
45.	Prefix		A prefix is a group of letters placed before the root of a word. For e.g. illegible, unhappy, disappointment, etc.
46.	Suffix		A suffix is a group of letters placed after the root of a word. For e.g. careful, development, beautiful, etc.
47.	Synonym		A word or phrase that has the same meaning as another word or phrase in the same language.

48.	Antonym		A word of opposite meaning.	
49.	Idioms and Phrases		Idioms and Phrases are a poetic part of the English language. A set expression of two or many words that mean something together, instead of the literal meanings of its words individually.	
50.	If Conditionals		If Conditional Sentences are also known as Conditional Clauses or If Clauses. They are used to express that the action in the main clause (without if) can only take place if a certain condition (in the clause with if) is fulfilled.	

### Unit-III : Writing CV and Letter of Application

51.	Letter		A letter is a type of grapheme, which is a contrastive unit in a writing system. The contemporary English-language alphabet consists of twenty-six letters each of which corresponds to one or more sounds. Letters are combined to form words.	
52.	Types of Letter		<ul style="list-style-type: none"> <li>➤ Formal Letter / Official Letter</li> <li>➤ Informal Letter / Personal Letter</li> </ul>	
53.	Official Letter		An official letter is written for official purposes to authorities, dignitaries, colleagues, seniors, etc and not to personal contacts, friends or family.	
54.	Personal letter		A personal letter is a type of letter or informal composition. It usually concerns personal matters rather than professional concerns and sent from one individual to another. A letter deals with issues that deserve more than a minute of attention.	
55.	Messages		A system or process of transmitting messages like some information, news, advice, request, or other means.	
56.	Types of Message		<ul style="list-style-type: none"> <li>➤ Nominal</li> <li>➤ Expressive</li> <li>➤ Predicative</li> </ul>	
57.	Notices		A notice is a written or printed announcement. It is written in order to inform a large number of people about something that has happened or is about to happen. They are put up on display boards in schools or at public places.	
58.	4 General types of Notice		<ul style="list-style-type: none"> <li>➤ Public Notice</li> <li>➤ Constructive Notice</li> <li>➤ Actual Notice</li> <li>➤ Implied Notice</li> </ul>	
59.	Reports		A report is a short, sharp, concise document which is written for a particular purpose and audience. It generally sets out and analyses a situation or problem, often making recommendations for future action.	
60.	What are types of report		<ul style="list-style-type: none"> <li>➤ Oral Report</li> <li>➤ Written Report</li> <li>➤ Short Reports</li> </ul>	

			<ul style="list-style-type: none"> <li>➤ Long Reports</li> <li>➤ Informal Report</li> <li>➤ Formal Report</li> </ul>	
61.	Email		Electronic mail or E-mail is an easy and effective means of instantaneous transmission of your information. It operates across computer networks, which today is primarily the Internet.	
62.	E- mail includes		<ul style="list-style-type: none"> <li>➤ Heading</li> <li>➤ Salutation</li> <li>➤ Body</li> <li>➤ Closing</li> <li>➤ Signature</li> </ul>	
63.	Advertisements		An advertisement is an announcement online, or in a newspaper, on television, or on a poster about something such as a product, event, as a printed display in a newspaper, short film on television, announcement on radio, etc, designed to sell goods, publicize an event, etc.	
64.	Types of Advertisement		<ul style="list-style-type: none"> <li>➤ Classified</li> <li>➤ Commercial/ Display</li> </ul>	
65.	Classified Advertising		Classified ads are placed by individuals wishing to advertise goods and services available or needed.	
66.	Display Advertising		Display advertisements appear in various sizes on most pages throughout the Newspaper.	
67.	Job Application		A job application letter is usually the first step to initiate the job application process.	
68.	Covering letter		A cover letter or covering letter is a letter of introduction attached to, or accompanying another document such as a résumé or CV.	
69.	CV		A curriculum vitae, often shortened as CV is a written overview of someone's life's work (academic information, publications, qualifications, etc.). Vitae often aim to be a complete record of someone's career, and can be extensive.	
70.	Resume		A résumé or resume is a document used and created by a person to present their background. Skills and accomplishments. It can be used for a variety of reasons, but most often they are used to secure new employment	
71.	Creative Writing		Creative writing is a form of artistic expression, draws on the imagination to convey meaning through the use of imagery, narrative, and drama.	
72.	Story Writing		Story Writing is a fictional writing method that is written in a simpler way and has its own natural flow. Story Writing covers five elements: Character, Setting, Plot, Conflict, and Theme.	
73.	Poem Writing		A poem is a piece of writing in which the words are chosen for their beauty and sound and are carefully arranged, often in short lines which rhyme.	

74.	Academic Writing		Academic writing is clear, concise, focused, structured and backed up by evidence. Its purpose is to aid the reader's understanding.	
75.	Four Types of Academic Writing		The four main types of academic writing are descriptive, analytical, persuasive and critical.	
<b>Unit-IV : Job Interviews and Recruitment</b>				
76.	Job Interviewing		A job interview is an interview consisting of a conversation between a job applicant and a representative of an employer which is conducted to assess whether the applicant should be hired.	
77.	Attending interviews		<p>Few things to be followed while attending an interview:</p> <ul style="list-style-type: none"> <li>➤ Look professional and well groomed</li> <li>➤ Demonstrate professionalism</li> <li>➤ Avoid distractions</li> <li>➤ Be polite and attentive</li> <li>➤ Be aware of body language</li> <li>➤ Listen carefully, etc.</li> </ul>	
78.	5 Different Types Of Interview		<ul style="list-style-type: none"> <li>➤ The Conversational Interview.</li> <li>➤ The Direct Interview.</li> <li>➤ The Stress Interview.</li> <li>➤ The Behavioral Interview.</li> <li>➤ The Practical Interview.</li> </ul>	
79.	The Conversational Interview		Conversational interviewing is also known as "flexible" interviewing or "conversationally flexible" interviewing. These terms refer to an alternative style of survey interviewing that allows deviations from the norms of standardized interviewing.	
80.	The Direct Interview		Direct interview questions are specific questions that directly relate to the position that you're applying for.	
81.	The Stress Interview		A stress interview is a path used to put applicants under outrageous tension.	
82.	The Behavioral Interview		Behavioral based interviewing is interviewing based on discovering how the interviewee acted in specific employment-related situations.	
83.	The Practical Interview		This question invites the candidate to point out something wrong with how the company currently operates.	
84.	Face-to-face interviews		Face-to-face interviews are structured interviews conducted by trained interviewers who use a standardized interview protocol and a standardized set of responses for recording participants' responses.	
85.	Radio Interview		The aim of an interview is to provide, in the interviewee's own words, facts, reasons or opinions on a particular topic so that the listener can form a conclusion as the validity of what he or she is saying.	

86.	Television Interview		A TV interview can be as simple as asking questions of people on the street, or it can be as involved as a one-on-one, sit-down discussion with the president.	
87.	Telephonic Interview		A telephonic interview is the first contact, the candidate establish with the company. Such interviews are often used for shortlisting the candidates in order to narrow the crowd of applicants who will be invited for face-to-face interviews.	
88.	Informational Interview		To impart information to the listener. The sequence in which this is done becomes important if the details are to be clear. Topics for this kind of interview include: the action surrounding a military operation, the events and the proposal contained in the city's newly announced development plan.	
89.	The Interpretive Interview		The Interviewer supplying the facts and asking the interview either to comment on them or to explain them. The aim is to expose the reasoning behind decisions and allow the listener to make a judgment on the implicit sense of values and priorities.	
90.	Emotional Interview		To provide an insight into the interviewee's state of mind so that the listener may better understand what is involved in human terms.	
91.	Interviewing People		An interview is conversation where questions are asked and answers are given. The interviewer asks questions to which the interviewee responds, usually so information may be transferred from interviewee to interviewer.	
92.	Appearance		Personal appearance is the way you look when you step out of your home. It includes all your outside accessories or adornments and accoutrements.	
93.	Body Language		Body language is the conscious and unconscious movements and postures by which attitudes and feelings are communicated.	
94.	Public Speaking		Public speaking is the process or act of performing a speech to a live audience. It is commonly understood as formal, face-to-face speaking of a single person to a group of listeners. Whereas the standard oral report consists of an introduction, a main body and a conclusion.	
95.	Overcome Nervousness		Learning to relax is important for overcoming nervousness and managing stress in general. Breathing exercises are just one way to practice relaxation. Deep breathing works quickly, and it can be practiced at any time and any place you feel nervous.	
96.	Tips to Overcome Nervousness		<ul style="list-style-type: none"> <li>➤ Don't be afraid of nervousness.</li> <li>➤ Be prepared</li> <li>➤ Get into a positive headspace</li> </ul>	

			<ul style="list-style-type: none"> <li>➤ Talk to someone</li> <li>➤ Try a relaxation technique</li> </ul>	
97.	Recruitment		The process of finding and hiring the best-qualified candidate for a job opening, in a timely and cost effective manner.	
98.	Types of Recruitment		<ul style="list-style-type: none"> <li>➤ Internal Recruitment</li> <li>➤ External Recruitment</li> </ul>	
99.	Internal Recruitment		is a recruitment which takes place within the concern or organization. Internal sources of recruitment are readily available to an organization. Internal sources are primarily three - Transfers, promotions and Re-employment of ex-employees.	
100.	External Recruitment		External sources of recruitment have to be solicited from outside the organization. External sources are external to a concern.	
<b>Unit-V : Presentation and Grammar Usage</b>				
101.	Presentation		A presentation is the process of presenting a topic to an audience. It is typically a demonstration, introduction, lecture, or speech meant to inform, persuade, inspire, motivate, or to build good will or to present a new idea or product.	
102.	Tips for Effective Presentations		<ul style="list-style-type: none"> <li>➤ Show your Passion and Connect with your Audience.</li> <li>➤ Focus on your Audience's Needs.</li> <li>➤ Keep it Simple: Concentrate on your Core Message.</li> <li>➤ Smile and Make Eye Contact with your Audience.</li> <li>➤ Start Strongly.</li> </ul>	
103.	Type of presentation aids		The type of presentation aids that speakers most typically make use of are visual aids: pictures, diagrams, charts and graphs, maps, etc.	
104.	Types of Presentation		<ul style="list-style-type: none"> <li>➤ Informative Presentation</li> <li>➤ Instructional Presentation</li> <li>➤ Arousing Presentation</li> <li>➤ Persuasive Presentation.</li> </ul>	
105.	Informative Presentation		An informational presentation is common request in business and industry. It's the verbal and visual equivalent of a written report.	
106.	Instructional Presentation		An instructional presentation is to give specific directions or orders. In an instructional presentation, the listeners should come away with new knowledge or a new skill.	
107.	Arousing Presentation		An arousing presentation is to make people think about a certain problem or situation. The presenter needs to arouse the audience's emotions and intellect so that they will be receptive to your point of view.	
108.	Persuasive Presentation		A persuasive presentation features a speaker who tries to influence an audience to accept certain positions and engage in actions in support of	



			them.	
109.	Importance of Presentation		Presentation helps to create innovative ideas when students come up with creative and interesting slides to illustrate their talk.	
110.	First impression in presentation		<ul style="list-style-type: none"> <li>➤ Be enthusiastic and passionate about your message.</li> <li>➤ Be engaged both with what you're saying and with your audience.</li> <li>➤ Be grateful to them for attending and taking the time to listen to you.</li> </ul>	
111.	Tenses		A form of a verb that shows if something happens in the past, present or future.	
112.	Simple Present Tense		The simple present tense is when you use a verb to tell about things that happen continually in the present, like every day, every week, or every month.	
113.	Simple Past Tense		The simple past tense shows that you are talking about something that has already happened.	
114.	Simple Future Tense		The simple future is a verb tense that's used to talk about things that haven't happened yet.	
115.	Punctuation		The marks, such as full stop, comma, and brackets, etc. used in writing to separate sentences and their elements and to clarify meaning.	
116.	Full Stop		A mark (.) That is used in writing to show the end of a sentence.	
117.	Comma		The mark (,) used for dividing parts of a sentence or items in a list.	
118.	Apostrophe		The sign (') used for showing who or what something belongs to	
119.	Colon		The mark (:) used before a list, an explanation, an example, etc.	
120.	Semi colon		A mark (;) used in writing for separating parts of a sentence or items in a list.	
121.	Quotation marks		Quotation marks are used to inform a reader either of something that was spoken or something that is being directly copied from another work.	
122.	Hyphen		Hyphen is most commonly used to pair compound words. Throw-away, high-speed chase, merry-go-round, user-friendly	
123.	Ellipsis		Ellipsis marks the omission of a word or words.	
124.	Exclamation mark		We often use an exclamation mark (!) to show strong emotion or give a command.	
125.	Subject-Verb Agreement		Subject verb agreement simply means the subject and verb must agree in number. This means both need to be singular or both need to be plural.	
<b>Placement Questions</b>				
126.	Elements of Public Speaking		<ul style="list-style-type: none"> <li>➤ The speaker</li> <li>➤ The message</li> <li>➤ The channel</li> </ul>	

			<ul style="list-style-type: none"> <li>➤ The listener</li> <li>➤ The feedback</li> <li>➤ The interference</li> <li>➤ The situation</li> </ul>	
127.	Relaxation Techniques		<ol style="list-style-type: none"> <li>1. Take slow, deep breaths</li> <li>2. Soak in a warm bath</li> <li>3. Listen to music</li> <li>4. Practice mindful meditation</li> </ol>	
128.	Where we use Formal Speech		<ol style="list-style-type: none"> <li>1. Business meetings</li> <li>2. Dinner parties</li> <li>3. Special Events</li> <li>4. Schools / Universities</li> <li>5. Offices</li> <li>6. Hospitals</li> <li>7. Court of Law</li> </ol>	
129.	Essay		An essay is, generally, piece of writing that gives the author's own argument.	
130.	Types of Essay		Narrative essay, Descriptive essay, Expository essay, and Argumentative essay.	
131.	Presentation		A presentation is the process of presenting a topic to an audience. It is typically a demonstration, introduction, lecture, or speech meant to inform, persuade, inspire, motivate, or to build good will or to present a new idea or product.	
132.	Listening		Effective listening skills are the ability to actively understand information provided by the speaker.	
133.	Speaking		Speaking skills are the skills that give us the ability to communicate effectively.	
134.	Improving pronunciation		For beginners, practicing pronunciation of English words should be done daily as an half-hour activity.	
135.	Stress		Relative emphasis that may be given to certain syllables in a word, or to certain words in a phrase or sentence..	
136.	Group Discussion		Group of individuals, typically who share a similar interest discuss ideas, solve problems, or make comments.	
137.	Formal Talk		A formal talk is the pre-planned type of talk that is usually given to a large audience	
138.	Informal talk		Informal language, on the other hand, is much more spontaneous and casual	
139.	Interactive Communication		It is a dynamic, two-way flow of information.	
140.	Public Speaking		Public speaking is the process or act of performing a speech to a live audience.	
141.	Appearance and body language		Personal appearance is the way you look when you step out of your home	
142.	Interviews		An interview is essentially a structured conversation where one participant asks questions, and the other provides answers.	
143.	Employee Selection		Employee Selection is the process of	

			interviewing and evaluating the candidates for a specific job and selecting an individual for employment based on certain criteria.	
144.	Purpose of selection process		The purpose of selection process is to pick up the most suitable candidate who would meet the requirements of the job in an organization best, to find out which job applicant will be successful, if hired.	
145.	Aims of the selection process		<ul style="list-style-type: none"> <li>➤ Gather as much relevant information as possible</li> <li>➤ Organize and evaluate the information</li> </ul>	
146.	Types of Selection Device		<ul style="list-style-type: none"> <li>➤ The Application Form</li> <li>➤ Written Tests</li> <li>➤ Performance-Simulation Tests</li> <li>➤ The Interview</li> <li>➤ Background Investigations</li> <li>➤ Physical Examination</li> </ul>	
147.	Fair Employment Practices Recruitment		Fair employment practices consist of hiring practices that are fair, merit-based and non-discriminatory.	
148.	Interviewer vs. Interviewee		Interviewer is one who interviews while interviewee is someone being interviewed; the recipient of an interview: usually, the one answering the questions.	
149.	Selection Process		<ul style="list-style-type: none"> <li>➤ Screening of Applications</li> <li>➤ Selection Tests</li> </ul>	
150.	Recruitment Sources		<ul style="list-style-type: none"> <li>➤ Internal Source</li> <li>➤ External Source</li> </ul>	

Prepared By Signature

Signature

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