

## **MUTHAYAMMAL ENGINEERING COLLEGE**

(An Autonomous Institution)





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

C No	Тоше	Notation	Concept/Definition/Meaning/	T India
S.No.	Term	(Symbol)	Units/Equation/Expression	Units
	Unit-	I : Commun	ication and Business English	
1.	Communication		The imparting or exchanging of information by speaking, writing, or using some other medium.	
2.	Objectives of Communication	X	<ul> <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	X	There are two types of communication: <ul> <li>Verbal communication</li> <li>Non verbal communication.</li> </ul>	
4.	Verbal Communication	$\times$	Verbal communication is the type of communication that is done using the words either in written or oral form.	
5.	Non verbal Communication	$\langle \rangle$	The non verbal communication is the wordless communication such as facial expressions, body movements, gestures and eye contact.	
6.	Written Communication	IGNIN	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	ESIC	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><li>The sender</li><li>Encoding</li><li>The message</li></ul>	

		T.		
			➤ The channel	
			Decoding	
			➤ The receiver	
			Feed back.	
			It is a content from the receiver which shows	
12.	Feedback		how the message is understood and attempt to	
12.	1 cedback		correct any misunderstanding or confusion as	
			soon as possible.	
			It is used to transmit our message to a recipient,	
			or to receive a message from someone else. It	
13.	Communication		includes face-to-face conversations, telephone	
13.	Channel		calls, text messages, email, the Internet, social	
			media, radio and TV, written letters, brochures	
			and reports.	
			Language barriers	
	Barriers to		Psychological barriers	
14.			Physiological barriers	
	communication		Physical barriers	
			Attitudinal barriers.	
			When communicating in the same language, the	
15.	Language Barriers		terminology used in a message may act as a	
15.		-	barrier if it is not fully understood by the	
			receiver(s).	
1.0	Developed and Derriers		The psychological state of the receiver will	
16.	Psychological Barriers		influence how the message is received.	
1.7	Dhygielegical Damiens		Physiological barriers may result from the	
17.	Physiological Barriers		receiver's physical state.	
			An example of a physical barrier to	
18.	Physical Barriers	/ >	communication is geographic distance between	
			the sender and receiver(s).	
			Attitudinal barriers are behaviors or perceptions	
19.	Attitudinal Barriers		that prevent people from communicating	
	11 '		effectively.	
			It is that in many communications, the message	
20.	Communication barrier		may not be received exactly the way the sender	
			intended due to few obstacles.	
	I DES	IGNIN	Some tools that can be used to bridge barriers in	
21	Overcoming Barriers		everyday communications are active listening,	
21.		Cata	use of simple language and getting constructive	
		ESTO	feedback.	
	Effective		It is a communication between two or more	
22.			persons wherein the intended message is	
	communication		successfully delivered, received and understood.	
			Everything that happens within a company to	
23.	Business operations		keep it running and earning money is referred to	
			collectively as business operations.	
			• Process	
	Elements of business		• Staffing	
24.	operations		• Location	
	Permiono		• Equipment or technology	
			It is an interactive communication between two	
25.	Conversation		or more people.	
۷3.	Conversation		of more people.	

	1	Unit – II – Grammar & Vocabulary	
26	Dlamas	It is a group of words that work together to make	
26.	Phrase	meaning, but it's not a complete sentence.	
	Noun Phrase	A noun phrase is usually assembled centering a	
27.	Noull Fillase	single noun and works as a subject, an object or	
		a complement in the sentence	
	A 11 121	An adjective phrase is comprised of an adjective	
28.	Adjective Phrase	and works as a single adjective in the sentence.	
		A clause is a group of words that contains both a	
29.	Clause	subject and a predicate.	
	T 1 1 1 C1	An independent clause functions on its own to	
30.	Independent Clause	make a meaningful sentence and looks much like	
20.		a regular sentence	
		A dependent clause cannot function on its own	
31.	Dependent Clause	because it leaves an idea or thought unfinished.	
		Declarative sentence, Interrogative sentence	
32.	Kinds of sentences	Imperative sentence, Exclamatory sentence.	
		A declarative or assertive sentence states a fact,	
33.	Declarative Sentence	opinion or idea.	
34.	Interrogative sentence	An interrogative sentence asks a question.	
34.	interrogative sentence	An interrogative sentence is followed by a	
		question mark (?).	
35.	Imperative sentence	An imperative sentence gives a command or a	
		request	
26	Employeets many advance	An exclamatory sentence expresses strong	
36.	Exclamatory sentence	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.	
20	Contribute	The subject of a sentence is the person, place, or	
38.	Subject	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	
	DES	that receives the action of the verb.	
41.	Direct Object	A direct object is a word or phrase that receives	
	3	the action of the verb.	
42.	Indirect Object	Indirect object follows the verb and precedes the	
	3	direct object.	
43.	Complement	A complement completes the meaning of a	
15.	- r	subject or an object.	
		An adjunct is a word or a phrase that is added or	
44.	Adjunct	joined to a sentence to give additional meaning	
		to it.	
		A prefix is a group of letters placed before the	
45.	Prefix	root of a word. For e.g. illegible, unhappy,	
		disappointment, etc.	
		A suffix is a group of letters placed after the root	
46.	Suffix	of a word. For e.g. careful, development,	
		beautiful, etc.	
47.	Synonym	A word or phrase that has the same meaning as	
<del>4</del> /.	Synonym	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-I	II: 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> <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><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> <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 outs and analyses a situation or problem, often making recommendations for future action.	
60.	What are types of report	<ul> <li>Oral Report</li> <li>Written Report</li> <li>Short Reports</li> </ul>	

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		> Long Reports	
		> Informal Report	
		➤ Formal Report	
		Electronic mail or E-mail is an easy and	
61.	Email	effective means of instantaneous transmission of	
		your information. It operates across computer	
		networks, which today is primarily the Internet.	
		> Heading	
	E mail includes	> Salutation	
62.	E- mail includes	> Body	
		Closing	
		> Signature	
		An advertisement is an announcement online, or	
		in a newspaper, on television, or on	
63.	Advertisements	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	Classified	
		Classified adapted by individuals wishing	
65.	Classified Advertising	Classified ads are placed by individuals wishing	
65.	Classified Advertising	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.  A cover letter or covering letter is a letter of	
68.	Covering letter	introduction attached to, or accompanying	
06.	Covering letter	another document such as a résumé or CV.	
		A curriculum vitae, often shortened as CV is a	
		written overview of someone's life's work	
		(academic information, publications,	
69.	CV	qualifications, etc.). Vitae often aim to be a	
		complete record of someone's career, and can be	
		extensive.	
	l DES	A résumé or resume is a document used and	
		created by a person to present their background.	
70.	Resume	Skills and accomplishments. It can be used for a	
		variety of reasons, but most often they are used	
		to secure new employment	
		Creative writing is a form of artistic expression,	
71	C ' W''	draws on the imagination to convey meaning	
71.	Creative Writing	through the use of imagery, narrative, and	
		drama.	
		Story Writing is a fictional writing method that	
70	C4 XX '4'	is written in a simpler way and has its own	
72.	Story Writing	natural flow. Story Writing covers five elements:	
		Character, Setting, Plot, Conflict, and Theme.	
		A poem is a piece of writing in which the words	
72	Do one Weiting	are chosen for their beauty and sound and are	
73.	Poem Writing	carefully arranged, often in short lines which	
		rhyme.	

1 T	
Academic writing is cle	
74. Academic Writing structured and backed	
purpose is to aid the reade	
Four Types of The four main types	_
/5. Academic Writing are descriptive, analytic	cal, persuasive and
critical.	
Unit-IV : Job Interviews and Recruitmen	
A job interview is an interview in the interview in the interview is an interview in the int	erview consisting of a
conversation between a	
	n employer which is
conducted to assess wheth	ner the applicant should
be hired.	yad vyhila attandina an
Few things to be follow interview:	red wiffle attending an
Look professional	and well groomed
Demonstrate profe	
77. Attending interviews Avoid distraction	
> Be polite and atten	
> Be aware of body	
➤ Listen carefully, et	
> The Conversational	
5 Different Types Of	
78. Interview The Stress Interview	ew.
The Behavioral Int	
> The Practical Inter	
Conversational interview	
The Conversational "flexible" interviewing The Conversational	
79   Textole litter viewing.	
	om the norms of
standardized interviewing	
The Direct Interview Direct interview questions	
80. The Direct interview that directly relate to the	
applying for.	·
81. The Stress Interview A stress interview is a	a path used to put
81. The Stress filter view applicants under outrageo	us tension.
The Behavioral Behavioral based interv	_
82. Interview based on discovering how	
in specific employment-re	
This question invites the something wrong with	-
Something with	now the company
currently operates.  Face-to-face interviews an	re structured interviews
conducted by trained in	
84. Face-to-face interviews standardized interview	
standardized set of res	±
participants' responses.	
The aim of an interview	v is to provide, in the
interviewee's own word	<u> </u>
85. Radio Interview opinions on a particular to	opic so that the listener
can form a conclusion as	the validity of what he
or she is saying.	

86. Television Interview   questions of people on the street, or it can be as involved as a one-on-one, sit-down discussion with the president.  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.  87. To impart information to the listener. The sequence in which this is done becomes important if the details are to be clear. Topies for this kind of interview include: the action surrounding a military operation, the events and the proposal contained in the city's newly amounced development plan.  The Interviewer supplying the facts and asking the interviewer development plan.  The Interviewer supplying the facts and asking the interviewer development plan.  The Interviewer supplying the facts and asking the interviewer development plan.  The Interviewer supplying the facts and asking the interviewer development plan.  The Interviewer supplying the facts and asking the interviewer without the interviewer's state of mind so that the listenter make a judgment on the implicit sense of values and priorities.  To provide an insight into the interviewer's state of mind so that the listenter may better understand what is involved in human terms.  An interview is conversation where questions are asked and answers are given. The interviewer asks questions to which the interviewer.  Personal appearance is the way you look when you step out of your home. It includes all your outside accessories or adornments and accouterments.  Body language is the conscious and unconscious movements and postures by which attitudes and feelings are communicated.  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.  Learning to relax is		T		1
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100   100	86	Television Interview		
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89. The Interpretive Interview    Solution   Public Speaking   Public Speaking		_	The Interviewer supplying the facts and asking	
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Figure 1 Get into a positive headspace			<ul><li>Get into a positive headspace</li></ul>	

		Talk to someone	
		> Try a relaxation technique	
		· · ·	
07	Dogwitmont	The process of finding and hiring the best-	
97.	Recruitment	qualified candidate for a job opening, in a timely	
		and cost effective manner.	
98.	Types of Recruitment	> Internal Recruitment	
	71	> External Recruitment	
		is a recruitment which takes place within the	
		concern or organization. Internal sources of	
99.	Internal Recruitment	recruitment are readily available to an	
		organization. Internal sources are primarily three	
		- Transfers, promotions and Re-employment of	
		ex-employees.	
400		External sources of recruitment have to be	
100.	External Recruitment	solicited from outside the organization. External	
		sources are external to a concern.	
	Unit-V	Presentation and Grammar Usage	
		A presentation is the process of presenting a	
		topic to an audience. It is typically a	
		demonstration, introduction, lecture, or speech	
101.	Presentation	meant to inform, persuade, inspire, motivate, or	
		to build good will or to present a new idea or	
		product.	
		Show your Passion and Connect with	
		your Audience.	
		Focus on your Audience's Needs.	
	Tips for Effective	> Keep it Simple: Concentrate on your	
102.	Presentations	Core Message.	
		> Smile and Make Eye Contact with your	
		Audience.	
		> Start Strongly.	
		The type of presentation aids that speakers most	
103.	Type of presentation	typically make use of are visual aids: pictures,	
103.	aids	diagrams, charts and graphs, maps, etc.	
		Informative Presentation	
	DEC	Instructional Presentation	
104.	Types of Presentation	Arousing Presentation	
		> Persuasive Presentation.	
		An informational presentation is common	
105.	Informative Presentation	request in business and industry. It's the verbal	
105.	intornacivo i rescination	and visual equivalent of a written report.	
		An instructional presentation is to give specific	
	Instructional	directions or orders. In an instructional	
106.	Presentation	presentation, the listeners should come away	
	1 Tesentation	with new knowledge or a new skill.	
		An arousing presentation is to make people think	
		about a certain problem or situation. The	
107.	Arousing Drasantation		
107.	Arousing Presentation	presenter needs to arouse the audience's emotions and intellect so that they will be	
		receptive to your point of view.	
100	Domanagirea Daga	A persuasive presentation features a speaker who	
108.	Persuasive Presentation	tries to influence an audience to accept certain	
		positions and engage in actions in support of	

Importance of Presentation helps to create innovative ideas when students come up with creative and interesting slides to illustrate their talk.  > Be enthusiastic and passionate about your message.  > Be engaged both with what you're saying and with your audience.  > Be grateful to them for attending and taking the time to listen to you.  A form of a verb that shows if something happens in the past, present or future.  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.  Simple Past Tense  The simple past tense shows that you are talking about something that has already happened.  The simple future is a verb tense that's used to talk about things that happen continually in the present. If the simple past tense shows that you are talking about something that has already happened.  The simple past tense shows that you are talking about something that has already happened.  The simple past tense shows that you are talking about something that haven't happened yet.  The marks, such as full stop, comma, and brackets, etc. used in writing to separate sentences and their elements and to clarify meaning.  The mark (.) tast is used in writing to show the end of a sentence.  The mark (.) used for dividing parts of a sentence.  The mark (.) used for showing who or what something belongs to  The mark (.) used for showing who or what something belongs to  The mark (.) used before a list, an explanation, an example, etc.  Quotation marks  The sign (') used for showing who or what something belongs to  The mark (.) used before a list, an explanation, an example, etc.  Hyphen  Quotation marks  Ellipsis  Ellipsis  Ellipsis  Ellipsis  Ellipsis  Ellipsis marks the omission of a word or words.  We often use an exclamation mark ( <u>1</u> ) to show strong emotion or give a command.  Subject-Verb Agreement  Placement Questions  Placement Questions  Placement Questions  Placement Questions				them.			
Importance of Presentation   when students come up with creative and interesting slides to illustrate their talk.							
Presentation    Presentation	100	Importance of		<u>=</u>			
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First impression in presentation							
First impression in presentation    First impression in presentation   First impression in presentation   First impression in presentation   First impression in presentation   First impression in presentation   First impression in present in the past, present to you.				1			
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119. Colon  The mark (:) used before a list, an explanation, an example, etc.  A mark (;) used in writing for separating parts of a sentence or items in a list.  Quotation marks are used to inform a reader either of something that was spoken or something that is being directly copied from another work.  Hyphen is most commonly used to pair compound words. Throw-away, high-speed chase, merry-go-round, user-friendly  123. Ellipsis  Ellipsis Ellipsis marks the omission of a word or words.  We often use an exclamation mark (¹) to show strong emotion or give a command.  Subject verb agreement simply means the subject and verb must agree in number. This means both need to be plural.  Placement Questions  The speaker  The message	118.	Apostrophe					
120. Semi colon  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.  Hyphen  122. Hyphen  123. Ellipsis  Ellipsis  Ellipsis  Ellipsis  Ellipsis marks the omission of a word or words.  We often use an exclamation mark (¹) to show strong emotion or give a command.  Subject verb agreement simply means the subject and verb must agree in number. This means both need to be plural.  Placement Questions  Placement Questions  The speaker  The message							
120. Semi colon  A mark (;) used in writing for separating parts of a sentence or items in a list.  Quotation marks are used to inform a reader either of something that was spoken or something that is being directly copied from another work.  Hyphen is most commonly used to pair compound words. Throw-away, high-speed chase, merry-go-round, user-friendly  123. Ellipsis  Ellipsis Ellipsis marks the omission of a word or words.  We often use an exclamation mark (¹) to show strong emotion or give a command.  Subject verb agreement simply means the subject and verb must agree in number. This means both need to be plural.  Placement Questions  Placement Questions  The speaker  The message	119.	Colon					
a sentence or items in a list.  Quotation marks are used to inform a reader either of something that was spoken or something that is being directly copied from another work.  Hyphen is most commonly used to pair compound words. Throw-away, high-speed chase, merry-go-round, user-friendly  Ellipsis Ellipsis marks the omission of a word or words.  We often use an exclamation mark (!) to show strong emotion or give a command.  Subject verb agreement simply means the subject and verb must agree in number. This means both need to be plural.  Placement Questions  The speaker  The message							
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121.   Quotation marks   DE							
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Hyphen is most commonly used to pair compound words. Throw-away, high-speed chase, merry-go-round, user-friendly  123. Ellipsis  Ellipsis Ellipsis marks the omission of a word or words.  We often use an exclamation mark (!) to show strong emotion or give a command.  Subject verb agreement simply means the subject and verb must agree in number. This means both need to be plural.  Placement Questions  Placement Questions  The speaker  The message							
122. Hyphen compound words. Throw-away, high-speed chase, merry-go-round, user-friendly  123. Ellipsis 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.  Subject verb agreement simply means the subject and verb must agree in number. This means both need to be plural.  Placement Questions  Placement Questions  The speaker  The message			Ect/				
chase, merry-go-round, user-friendly  123. Ellipsis  Ellipsis marks the omission of a word or words.  We often use an exclamation mark (!) to show strong emotion or give a command.  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.  Placement Questions  Placement Questions  The speaker  The message	122	Hyphen	LOLL				
Ellipsis Ellipsis Ellipsis marks the omission of a word or words.  We often use an exclamation mark (!) to show strong emotion or give a command.  Subject verb agreement simply means the subject and verb must agree in number. This means both need to be plural.  Placement Questions  Placement Questions  The speaker  The message	122.	Tryphen					
We often use an exclamation mark (!) to show strong emotion or give a command.  Subject verb agreement simply means the subject and verb must agree in number. This means both need to be plural.  Placement Questions  Placement Questions  The speaker  The message	102	Ellingia					
strong emotion or give a command.  Subject verb agreement simply means the subject and verb must agree in number. This means both need to be plural.  Placement Questions  Placement Questions  The speaker  The message	125.	Empsis		-			
Subject verb agreement simply means the subject and verb must agree in number. This means both need to be plural.  Placement Questions  Placement Questions  The speaker  The message	124	Exclamation mark		<del>_</del>			
Subject-Verb Agreement  Subject and verb must agree in number. This means both need to be singular or both need to be plural.  Placement Questions  Flements of Public Speeking  The speaker The message							
Agreement means both need to be singular or both need to be plural.  Placement Questions  Elements of Public The speaker  Speaking The message				• • • • • • • • • • • • • • • • • • • •			
Agreement means both need to be singular or both need to be plural.  Placement Questions    Placement Speaker   The speaker   The message	125.						
Placement Questions  Placement Questions  The speaker  The message  The message		Agreement					
Elements of Public  Speeking  The speaker  The message							
126. Speeking The message			Place	ement Questions			
126. Speeking The message		Flaments of Dublic		➤ The speaker			
► The channel	126.						
		Speaking		> The channel			

	T	1		
			➤ The listener	
			➤ The feedback	
			➤ The interference	
			➤ The situation	
			1. Take slow, deep breaths	
107			2. Soak in a warm bath	
127.	Relaxation Techniques		3. Listen to music	
			4. Practice mindful meditation	
			Business meetings	
			2. Dinner parties	
			3. Special Events	
128.	Where we use Formal		4. Schools / Universities	
120.	Speech		5. Offices	
			6. Hospitals	
			7. Court of Law	
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	
	J.F		essay, and Argumentative essay.	
			A presentation is the process of presenting a	
			topic to an audience. It is typically a	
131.	Presentation		demonstration, introduction, lecture, or speech	
131.	1 resentation		meant to inform, persuade, inspire, motivate, or	
		-	to build good will or to present a new idea or	
			product.	
			Effective listening skills are the ability to	
132.	Listening		actively understand information provided by the	
			speaker.	
122	G 1:	<b>/</b>	Speaking skills are the skills that give us	
133.	Speaking		the ability to communicate effectively.	
	Tomasias		For beginners, practicing pronunciation of	
134.	Improving		English words should be done daily as an half-	
	pronunciation		hour activity.	
			Relative emphasis that may be given to certain	
135.	Stress		syllables in a word, or to certain words in a	
			phrase or sentence	
	DES	IGNIN	Group of individuals, typically who share a	
136.	Group Discussion		similar interest discuss ideas, solve problems, or	
150.	r		make comments.	
		ESTA	A formal talk is the pre-planned type of talk that	
137.	Formal Talk		is usually given to a large audience	
			Informal language, on the other hand, is much	
138.	Informal talk		more spontaneous and casual	
	Interactive		more spontaneous and casuar	
139.	Communication		It is a dynamic, two-way flow of information.	
	Communication		Public speaking is the process or act of	
140.	Public Speaking			
<u> </u>	Annograph and bades		performing a speech to a live audience.	
141.	Appearance and body		Personal appearance is the way you look when	
	language		you step out of your home	
1.40	T		An interview is essentially a structured	
142.	Interviews		conversation where one participant asks	
			questions, and the other provides answers.	
143.	Employee Selection		Employee Selection is the process of	
L	<u> </u>	ı		

		interviewing and evaluating the candidates for a	
		specific job and selecting an individual for	
		employment based on certain criteria.	
		The purpose of selection process is to pick up	
		the most suitable candidate who would meet the	
144.	Purpose of selection	requirements of the job in an organization best,	
	process	to find out which job applicant will be	
		successful, if hired.	
		➤ Gather as much relevant information as	
145.	Aims of the selection	possible	
	process	<ul><li>Organize and evaluate the information</li></ul>	
		> The Application Form	
		➤ Written Tests	
146	Types of Selection	Performance-Simulation Tests	
146.	Device	> The Interview	
		Background Investigations	
		Physical Examination	
	Egir Employment	Fair employment practices consist of hiring	
147.	Fair Employment Practices Recruitment	practices that are fair, merit-based and non-	
		discriminatory.	
		Interviewer is one who interviews while	
148.	Interviewer vs.	interviewee is someone being interviewed; the	
140.	Interviewee	recipient of an interview: usually, the one	
		answering the questions.	
149.	Selection Process	Screening of Applications	
147.	SCICCION I TUCESS	Selection Tests	
150.	Recruitment Sources	➤ Internal Source	
150.	Recruitment Sources	External Source	

Prepared By Signature

Signature

HoD

DESIGNING YOUR FUTURE

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