

SUB: Business Communication Skills II

Unit 1: Oral Communication

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1.1.1 Introduction – Oral Communication

- **Oral communication** means sharing information by **speaking and listening**.
- In simple words: When one person talks and another person listens, it is called oral communication.

□ Example:

- Talking to your friend
- Teacher explaining in class
- Giving a presentation
- Phone call

Why is Oral Communication Important?

- It is **faster** than written communication.
- It feels more **natural and direct**.
- It is mostly used in **business and offices**.

According to studies:

- 45% time is spent on **listening**
- 30% time is spent on **speaking**
- Only 16% on reading
- Only 9% on writing.

1.1.2 Characteristics of Oral Communication

1. Instantaneous Two-Way Process

It happens immediately and both people can respond.

Example: You ask a question → your friend answers immediately.

2. One-Off Exercise

Once you speak, you cannot take back your words easily.

Example: If you say something wrong in a meeting, you cannot erase it like written text.

3. Presence of Sender and Receiver

Both speaker (sender) and listener (receiver) must be present.

Example: During a phone call, one person speaks and the other listens

4. Day-to-Day Language

It uses simple, normal daily language.

Example: “Please close the door.” , “Let’s meet tomorrow.”

5. Effect of Body Language and Voice

Your body language, facial expression, and voice tone matter a lot.

Example:

If you say “Good job!” with a smile ☐ → it sounds positive.

If you say “Good job” angrily ☐ → it sounds negative.

6. Set of Principles

Good oral communication should be:

- Clear
- Simple
- Polite
- Confident

Example:

Instead of saying:

☐ “That thing you told about that thing...”


Say:

☐ “Please submit the assignment by Monday.”

7. It Cannot Be Erased or Mended

Spoken words cannot be deleted like written words.

Example: You can erase a written mistake, but you cannot erase spoken words.

 **principles of good oral communication.**

1) Brevity (Be Short and Simple)

Your speech should be **short, clear, and to the point.**

Do not speak too much and do not speak too little. Use simple words, **not difficult vocabulary.**

2) Clarity (Be Clear)

Before speaking, you must be clear about your ideas.

If you are confused, the listener will also be confused. Use simple and common words.

3) Choosing Precise Words (Use Correct Words)

Use the right and exact words according to the situation.

Avoid complicated words and confusing synonyms. Correct words give the correct meaning.

4) Clichés (Avoid Overused Phrases)

Clichés are common phrases that people use again and again.

They often have no strong meaning.

☐ Example:

In a serious meeting, saying “Oh really!” repeatedly looks unprofessional.

☐ Try to use meaningful and fresh words.

5) Sequence (Proper Order)

Your speech should be in a **proper and logical order**.
Do not jump from one topic to another without connection.

Example:

If explaining a project:

1. First explain the topic
2. Then explain the method
3. Then explain the result

6) Avoid Jargons (Avoid Technical Words)

Jargons are **special technical words** used in specific fields like law, banking, sports, etc.
Common people may not understand them.

Example:

Banking jargon: “Liquidity ratio”

Instead say: “The bank’s ability to pay money.”

Use simple words so everyone can understand.

7) Avoid Verbosity (Don’t Use Too Many Words)

Verbosity means using **more words than necessary**.

Speaking too much does not make communication better. It can confuse people.

Example:

“At this point in time, I would like to inform you that...”

“Now I want to tell you that...”

8) Seven C’s of Communication

i) Completeness

Give **all necessary information** so the listener understands properly.

You should:

- Give full information
- Answer all questions
- Add extra details if needed

ii) Conciseness

Keep your message **short and to the point**.

Tips:

- Avoid long sentences
- Give only important information
- Don’t repeat the same thing

iii) Consideration

Think about the **listener's feelings and understanding** before speaking.

Put yourself in the listener's place.

Example:

Instead of saying:

"You made a mistake."

Say:

"Let's correct this small mistake."

Be polite and understanding.

iv) Concreteness

Use **clear and specific words**. Avoid vague (unclear) words.

v) Clarity

The message should have the **same meaning** for both speaker and listener.

Example:

"He will give it to him." (Confusing)

"Ravi will give the book to Amit."

vi) Courtesy

Be **polite, respectful, and kind** while speaking.

vii) Correctness

Your communication should be:

- Grammatically correct
- Proper spelling
- Correct punctuation
- Not hurt anyone's feelings

9) Prepositions

Do not use unnecessary or extra prepositions in your speech. Keep sentences simple.

Example:

"All workers should follow the safety rules **in regard to** work."

"All workers should follow the safety rules **about** work."

Use short and simple words like **about**, not long phrases like *in regard to, with reference to, in connection with, etc.*

10) Adjectives and Adverbs

Use describing words (adjectives and adverbs) only when needed. Too many describing words make speech heavy.

- Example:
- “He gave a very extremely wonderful and amazing performance.”
- “He gave an excellent performance.”

1.1.4 Media of Oral Communication

Media means different **ways or methods** of oral communication.

1) Informal Face-to-Face Talk

Casual talks that are not official or formal. No planning is needed.

- Example:
 - Talking with a colleague during lunch
 - Friendly discussion between classmates
- It builds relationships but sometimes may lead to gossip.

2) Interviews

A formal talk between two people to understand each other’s views. It is serious and purposeful.

- Example:
 - Job interview
 - College admission interview
- It is more structured than normal conversation.

3) Group Communication

When more than two people communicate together, it is called group communication.

It can be:

- Formal (office meeting)
- Informal (friends discussing)
- Example:
 - Classroom discussion
 - Office team meeting
- People share ideas and try to influence each other.

4) Speeches and Presentations

When one person speaks in front of many people to inform or influence them.

Example:

- Seminar
- Political speech
- Project presentation

The speaker tries to explain ideas clearly and confidently.

5) Teleconference

A meeting held through telephone or internet between people in different places.

Example:

- Online Zoom meeting
- Business meeting between Mumbai and Delhi offices

Saves time and travel cost.

6) Press Conference / Press Meet

A special meeting where company officials or leaders talk to reporters.

Example:

- Company launching a new product
- Minister giving important announcement

Media asks questions and the speaker answers.

7) Demonstration

Explaining something by showing how it works.

Example:

- Teacher performing science experiment
- Salesperson showing how a product works

It helps people understand better.

8) Radio : Communication through radio broadcasting.

Example:

- News on radio
- Emergency announcements

It reaches a large number of people quickly.

9) Recording

Voice messages recorded for future use.

Example:

- Recorded customer care message
- Recording of interview

Useful for reference and proof.

10) Dictaphone

A machine used to record voice and convert it into written form.

Example:

- Lawyer dictating a letter
- Officer recording instructions

11) Rumours

Information spread without confirmation.

Example:

- “I heard exams are cancelled.”

Rumours may be true or false, so we should not trust them easily.

12) Oral Report

Presenting or reading a report in front of an audience.

Example:

- Student presenting project report
- Employee presenting monthly report

It requires good speaking skills.

1.1.5 Merits / Advantages of Oral Communication

1) Instant Feedback

You get an immediate response from the listener.

Example:

In class, if you don't understand a topic, you can immediately ask the teacher and get clarification.

- Both speaker and listener can interact easily.

2) Better Relationships

Oral communication helps build good relationships between people.

- Example:
A manager talking directly to an employee makes the employee feel important and valued.
- It creates trust and understanding.

3) Time Saving

It saves time compared to written communication.

- Example:
Instead of writing a long email, you can simply call the person and explain in 2 minutes.
- Quick and fast communication.

4) Effective Tool for Influencing

Oral communication helps in convincing and influencing others.

- Example:
A leader motivating employees during a meeting.
A teacher inspiring students through speech.
- It helps in solving problems and clearing misunderstandings quickly.

1.1.6 Demerits / Disadvantages of Oral Communication

1) Evidential Element is Missing

There is no written proof of what was said.

- Example:
If a manager gives instructions orally and later denies it, there is no record to prove it.
- No evidence for future reference.

2) Difficult to Retain

It is hard to remember spoken words for a long time.

- Example:
You may forget verbal instructions after some time.
- Written communication is easier to remember.

3) Possibility of Distortion

The message may change when passed from one person to another.

Example:

Person A tells B → B tells C → C tells D

By the end, the message may be different.

Like the “Chinese whisper” game.

4) Illegitimate

Oral communication cannot be used as legal proof in court.

Example:

A verbal promise may not be accepted as legal evidence.

5) Chances of Misinterpretation

The listener may understand the message in the wrong way.

Example:

If someone says “Fine” in an angry tone, the meaning changes.

Tone and understanding matter a lot.

 Presentation

A **presentation** means **showing or explaining something to others** using speech, visuals, or both.

 **Example:**

- A student explaining a project in class

We use presentations to:

- Explain ideas
- Share information
- Teach something
- Convince people

 **Example:**

If a company launches a new product, they give a presentation to explain:

- What the product is
- How it works
- Why people should buy it

Important Skills for a Good Presentation

1. **Good structure** – Start, middle, and end should be clear
2. **Clear speech** – Speak simply and confidently
3. **Use visuals** – Slides, images, charts
4. **Good explanation skills** – Make people understand easily

Elements of Effective Presentation

1) **Presenter (Person who presents)**

- Main person giving the presentation
- Should be confident and well-prepared

Example:

A teacher explaining a lesson clearly with confidence

2) **Purpose (Goal of presentation)**

Why are you giving the presentation?

It can be:

- To **sell something**
- To **give information**
- To **get feedback**
- To **solve a problem**
- To **create awareness**

Example:

- Selling: Showing features of a new phone
- Awareness: Talking about pollution

3) **Audience (People listening)**

- You must understand your audience
- Use simple language they can understand

Example:

- For students → use easy words
- For experts → use technical words

Presentation Skills

Presentation skills are the **skills needed to speak and explain ideas clearly to others.**

1) Keep the Listeners in Mind

- Always think about the **audience**
- Understand their needs, level, and interest

Example:

If you explain programming to beginners → use simple words

If to experts → use technical terms

2) Offer Value to the Audience

- Give **useful and meaningful information**
- Don't talk irrelevant things

Example:

If topic = "Healthy Food"

✓ Talk about diet tips

Don't talk about unrelated things like movies

3) Begin with the End in Mind

- Know your **goal/result** before starting
- Plan your presentation accordingly

Example:

If your goal is to convince people to buy a product →

focus on benefits, not just features

4) Connect with the Audience Individually

- Make eye contact
- Speak clearly and confidently
- Make audience feel involved

Example:

Ask questions like:

"Have you ever faced this problem?"

5) Practice the Presentation Style

- Practice speaking before presenting
- Improve body language, voice, and timing

Example:

Practice in front of a mirror or record yourself

Preparation for Self Introduction

Self-introduction = **telling others about yourself clearly**

Used in:

- Interviews
- Class introductions
- Meetings

Elements of Self Introduction

1) Name

Start with your name

Example:

“Hi, I am Dipali.”

2) Background

Tell where you are from

Example:

“I am from Mumbai.”

3) Profession / Study

Tell what you do

Example:

“I am a BCA student.”

OR

“I work as a software developer.”

4) Hobbies / Interests

Tell your interests

Example:

“My hobbies are reading and playing cricket.”

5) **Personal Information (Optional)**

- You can include **education or achievements**
- Avoid sharing too many personal details

Example:

- “I completed my degree in Mechanical Engineering.”
- “I did a minor in Psychology.”

Overcoming Fear During Presentation

These are **easy tips to remove fear while speaking**

1. Know Your Topic

- Study well → confidence increases

2. Practice (Rehearse)

- Practice many times
- Reduces nervousness

3. Check Equipment

- Check slides, projector, marker before starting

4. Use a Pointer (Optional)

- Helps you stay focused and less nervous

5. Stay Organised

- Speak clearly and stay on topic

6. Move While Speaking

- Don't stand still
- Move naturally to engage audience

7. Keep It Short

- Don't speak too long
- Take a deep breath before starting

8. Remember Key Points

- Don't memorize everything
- Just remember main points

9. Think Positive (Success)

- Believe in yourself
- Focus on doing well

10. Control Fear

- Identify what scares you
- Face it instead of overthinking

Types of Presentation

Presentations are classified based on:

1. **Purpose (Why you present)**
2. **Number of Participants (How many people present)**
3. **Method (How you present)**

1. On the Basis of Purpose

a) Monologue Presentation

- Only **one person speaks**
- Audience only listens (no interaction)

Example:

A teacher giving a lecture in class

b) Guided Discussion

- Speaker explains briefly and then **asks audience to participate**
- Audience actively discusses

Example:

Teacher asks: “What do you think about pollution?” and students discuss

✓ **Advantages:**

- More participation
- Better understanding
- Practical learning

❓ **Disadvantage:**

- Takes more time

c) Sales Presentation

- Goal = **convince people to buy something**

Example:

Salesperson explaining features of a new mobile

Types:

- **Product** → Features of product
- **Service** → Benefits of service
- **Sales Forecast** → Future sales prediction
- **Budget** → Cost and planning

d) Briefing Presentation

- **Short and to the point**

- Only gives information

Example:

Manager giving quick update about a project

e) Informative Presentation

- Purpose = **give knowledge/information**

Example:

College lecture or seminar

f) Motivational Presentation

- Purpose = **inspire people**

Example:

Speech encouraging employees to work hard

g) Training Presentation

Goal: Teach new skills or tasks

- Helps audience **learn something new**
- Audience can **practice and participate**
- Feedback is given to improve

Example:

Training employees to use new software

2) On the Basis of Number of Persons

i) Individual Presentation

One person presents

- Simple and easy to manage
- Used in class, meetings, interviews

Example:

Student presenting a project alone

ii) Group / Work-Team Presentation

Many people present together

- Different ideas and viewpoints
- Each person presents their part

Example:
Group project in college

✓ **Important Tips:**

- Divide topics properly
- Give time to each member
- Maintain smooth flow

3) On the Basis of Medium of Delivery

i) Written Presentation

Information in **written form**

- Audience reads the content
- Includes documents, brochures

Example:
Project report, pamphlet

ii) Oral Presentation

Information in **spoken form**

- Presenter speaks in front of audience
- Requires confidence and good speaking skills

Example:
Speech, seminar

1.2.7 Stages of Presentation

A presentation is done in **steps (stages)**, one after another:

1.1 Planning a Presentation

This is the **first and most important stage**

- You decide **what to present and how to present**
- Good planning = successful presentation

- **Steps in Planning**

1. **Choosing the Topic**

Select what you will talk about

✓ Topic should be:

- Short
- Clear
- Interesting

Example:

“Importance of Cleanliness” (good)

“Everything about environment” (too broad)

2. Determining the Purpose

Decide **why you are giving the presentation**

✓ Purpose should be clear:

- To inform
- To convince
- To motivate

Example:

If topic = “Exercise”

Purpose = To motivate people to stay healthy

3. Scrutinising the Audience

Understand your audience

- Who are they? (students, employees, etc.)
- What is their knowledge level?
- What do they expect?

Example:

- For school students → simple language
- For professionals → detailed explanation

1.2. Preparing a Presentation

After planning, next step is **preparation**

3 Main Steps:

1. Development of Central Idea

Main idea in **one sentence**

- It should explain the whole presentation
- Must be clear and focused

Example:

“Exercise is important for a healthy life.”

2. Assembling Supportive Material

Collect all necessary content

- Facts
- Examples
- Data

Example:

While explaining exercise → include benefits, statistics, examples

3. Plan Audio-Visual Aids

Prepare tools for better understanding

- Slides (PPT)
- Charts, graphs
- Notes, projector

Example:

Using PowerPoint slides to show key points

1.3 Designing / Organising a Presentation

Arrange your presentation in a **proper structure**

1. Introduction (3 minutes)

- Start the presentation
- Introduce topic

Example:

“Today I will talk about the importance of exercise.”

2. Main Body (15 minutes)

- Explain main points
- Give examples and details

3. Conclusion (2 minutes)

- Summarize key points
- Give final message

Example:

“Exercise daily to stay healthy.”

4. Questions & Answers (10 minutes)

- Answer audience questions

1.4 Practicing Delivery / Rehearsing a Presentation

Before giving a presentation in front of an audience, you should **practice it at least once or twice**. This is called **rehearsal**.

- It helps you **speak clearly and confidently**
- It helps you **avoid mistakes**
- It reduces **fear and nervousness**

Example:

If you have a presentation on “*Internet*”, you should:

- Practice speaking in front of your friend
- Check if your voice is clear
- Make sure your slides match your speech
- Fix mistakes before the actual presentation

1.5 Delivering a Presentation

Giving a presentation means **speaking in front of an audience and sharing information**. It needs practice and confidence.

- Makes your presentation **better and more professional**
- Reduces **stage fear**
- Increases **confidence**

Methods of Delivering a Presentation

1) Memorising Method

- You **learn your entire speech by heart**
- Useful for beginners who are nervous

Problem:

- If you forget one line, you may get confused
- Sounds **less natural**

Example:

A student memorises a speech on “*Water Pollution*” word by word. If he forgets a line, he may stop suddenly and panic.

2) Reading Method

- You **read your presentation from notes or paper**
- Used when the content is **very technical or difficult**

Problem:

- Audience may feel bored
- Less eye contact and interaction

Example:

A scientist reads a report about a new invention during a conference.

3) Outlining Method

- You prepare **main points (outline)** and speak using those points
- You don't memorise everything

Advantages:

- More natural and confident
- Easier to remember key points

Example:

You write only keywords like:

- Introduction
- Causes
- Effects
- Conclusion

And explain them in your own words.

4) Speaking Impromptu

- You speak **without preparation**
- Just use your knowledge and thoughts

Problem:

- Risk of mistakes if not prepared

Example:

Your teacher suddenly asks you to speak about "*Your Favorite Hobby*" and you speak without preparation.

1.8 Format of Presentation (Steps of Presentation)

A good presentation should follow these **steps in order**:

1) Icebreaker

- Start in a **fun or interesting way**
- Helps reduce **nervousness**

Example:

Ask a question like:

"Do you know how many people use smartphones today?"

2) Opening

- Introduce your topic
- Tell what you are going to explain

Example:

“Today I will talk about pollution and its effects.”

3) New Idea – Its Need

- Explain why your idea is important
- Make audience understand its need

Example:

“We need this new system to reduce waste and save time.”

4) Idea (Main Content)

- This is the **main part** of your presentation
- Explain your topic in detail

Example:

Explain causes, effects, or working of your topic.

5) Results / Benefits

- Tell what are the **advantages or outcomes**
- Show why your idea is useful

Example:

“This system will save time, money, and effort.”

6) Conclusion

- End your presentation
- Summarize main points
- Give final decision or message

Example:

“To conclude, pollution must be controlled to protect our future.”

1.9 Factors Affecting Presentation

Many things affect how good your presentation is:

1) Audience Evaluation

- Know your audience (students, teachers, experts)
- Prepare content according to them

2) Environment

- The place where you present
- Lighting, sound, and comfort matter

□ Example:

A noisy room will make it difficult for the audience to focus.

3) Presenter's Appearance

- Dress neatly and professionally

4) Use of Visuals

- Use slides, charts, images to explain better

5) Opening and Closing

- Strong start and ending make a good impression

6) Language and Words

- Use **simple and clear language**

7) Quality of Voice

- Speak clearly, with proper volume and tone

8) Body Language

- Maintain eye contact
- Use hand gestures
- Stand confidently

9) Question-and-Answer Handling

- Be ready to answer questions
- Listen carefully and respond confidently

Essentials of a Good Presentation

1) Contents Matching the Audience

- Your content should match the **level and interest of the audience**.
- If the audience doesn't understand, the presentation fails.

□ Example:

If you are presenting to students, use simple examples instead of complex technical terms.

2) Language Comfortable to the Audience

- Use **simple and clear language**.

- Avoid difficult words or too much technical jargon.

Example:

Instead of saying “*utilize resources optimally*”, say “*use resources properly*”.

3) Brevity (Short and Simple)

- Keep your presentation **short and to the point**.
- Don't add unnecessary information.

“Brevity is the soul of wit”

Example:

A 5-minute presentation is better than a long, confusing 20-minute one.

4) Logical Sequence

- Present your ideas in a **proper order**:
 - Introduction → Main points → Conclusion
- Ideas should connect smoothly.

Bad: Jumping randomly between topics

Good: Step-by-step explanation

5) Mastery and Preparation

- You should **know your topic well** and practice before presenting.
- Good preparation makes you **confident and smooth**.

Example:

If you prepare well, you can answer questions easily and speak confidently.

6) Energetic Delivery

- Speak with **energy and enthusiasm**.
- Avoid speaking in a dull or flat tone.

Example:

Use expressions like:

“This is very important!” (with excitement)

7) Appropriate Humour

- Use **small, relevant jokes** to make the presentation interesting.
- Don't overuse humour.

Example:

Starting with a light joke to make the audience comfortable.



These are different ways to deliver a presentation:

1) Audio-Visual Method

- Uses **both sound and visuals** (like videos, slides, images).
- Helps audience **understand and remember better**.

Examples of tools:

- Projector
- Computer
- TV
- LCD slides

Example:

Showing a **video or PowerPoint slides** while explaining pollution.

“A picture or video is more powerful than many words.”

2) Lecture Method

- A **formal speech** given by a speaker to explain a topic.
- Mostly used in **schools and colleges**.

How to make it effective:

- Speak clearly
- Add **examples and humour**
- Provide **key points or notes**

Example:

A teacher explaining *Data Structures* in class using a lecture.

3) Role-Playing

- Acting out a situation or role to explain a topic.

Example:

Students act as **customer and shopkeeper** to show a conversation.

4) Sentence Completion

- The presenter gives a sentence and the audience **completes it**.

Example:

“Pollution affects our _____”

Audience: “Health”

5) Problem-Solving

- Present a **problem and find a solution** with audience involvement.

Example:

Problem: Increasing traffic

Solution: Use public transport, carpooling

6) Demonstration

- Show **how something works step-by-step**.

Example:

Showing how to use a software or machine.

7) Dramatisation / Skits

- Acting a **short play or drama** to explain a concept.

Example:

A small skit showing **effects of corruption**.

8) Case Studies

- Study a **real-life situation or example**.

Example:

Analyzing a company's success story.

Interview

An interview is a planned discussion where one person (interviewer) asks questions and the other person (interviewee) gives answers.

- **Purpose of Interview in Business Communication**

Interviews are used to:

- Select employees (job interviews)
- Gather information
- Evaluate skills and personality
- Solve problems or make decisions
- Share ideas or feedback

➤ Objectives of Interviews

1. Employment

- Purpose: To give jobs to suitable candidates.
- Example: A company interviews you to check if your skills match the job role.

2. Periodic Assessment

- Purpose: To check how employees are performing from time to time.
- Example: Your manager calls you for a yearly interview to discuss your progress.

3. Finding Exit Reason

- Purpose: To know why an employee is leaving the company.
- Example: HR asks a resigning employee, “Why are you quitting?” — maybe salary, workload, or better opportunity.

4. Collecting Relevant Data

- Purpose: To gather information about workplace conditions or employee behavior.
- Example: A manager interviews staff to understand if they are happy with the work environment.

5. Media Broadcasting

- Purpose: To share ideas or opinions with the public.
- Example: A journalist interviews a famous actor about their new movie.

6. Interviews for Admission

- Purpose: To select students for schools, colleges, or institutes.
- Example: A college interviews a student to check confidence and interest before giving admission.

7. Promotional Purpose

- Purpose: To promote shows, products, or celebrities.
- Example: A reality show host interviews a celebrity to attract viewers.

➤ Structure of an Interview

Every interview has **three main parts**:

1. Opening (Beginning)

- Introductions happen.
- Purpose of the interview is explained.
- Atmosphere is made comfortable.
- Example: The HR says, “Hi Dipali, welcome! Today we’ll talk about your skills and see if you fit this role.”

2. Middle (Body)

- Main discussion takes place.
- Questions are asked and answered.
- Both listen carefully and maintain eye contact.
- Clarifications can be asked politely.
- Example: HR asks, “Tell me about your experience with SQL.” You answer confidently, and if you don’t understand a question, you ask, “Could you please explain what you mean?”

3. Closing (End)

- Summary of discussion.
- Decision or next steps are shared.
- Positive feedback and thanks exchanged.
- Example: HR says, “Thanks Dipali, we’ll get back to you soon. It was nice talking to you.” You reply, “Thank you for the opportunity.”

- Types of interviewing

Two Main Categories of Interviews

1. **For Selection Purpose** (used to choose candidates for jobs)
2. **For Other Purposes** (used for research, media, or feedback)

❖ Types of Interview for Selection Purpose

1. **Preliminary Interview**
 - First round to check basic details like job role, salary, and working conditions
 - HR asks if you're comfortable with night shifts and salary before moving to the next round.

Preliminary Interview can be divided into following types

1. **Informal Interview**
 - Casual talk, not very strict or formal.
 - HR meets you at a café and asks about your interests and background.
2. **Unstructured Interview**
 - No fixed questions — both can talk freely
 - The interviewer says, “Tell me about yourself,” and lets you share your experiences openly

2. Core Interview

- A **core interview** is a detailed conversation between the candidate and experts or managers.
- It helps the company check your **skills, knowledge, and personality** related to the job.

Types of Core Interviews

1. **Background Information Interview**
 - Purpose: To know more about you beyond your application form.
 - Example: The interviewer asks, “Tell me about your hobbies and family,” or “What activities do you enjoy outside work?”
 - It helps them understand your personality and verify your details.
2. **Stress Interview**
 - Purpose: To test how you behave under pressure.
 - Example: The interviewer may ask tough or confusing questions like, “Why should we hire you when others are more qualified?”
 - They want to see if you stay calm and confident even in stressful situations.
3. **Formal and Structured Interview**
 - Purpose: To follow a fixed, official process.
 - Example: You receive an official email with interview time and panel details. The interview follows a planned format — introduction, questions, and closing.
 - Everything is organized and professional.
4. **Panel Interview**
 - Purpose: To get opinions from several experts.
 - Example: You sit in front of 3–4 interviewers — one from HR, one from technical, one from management. Each asks questions, and they decide together.
 - It gives a balanced evaluation.

5. Group Interview

- Purpose: To interview many candidates at once and observe group behavior.
- Example: Ten candidates are asked to discuss a topic like “Teamwork in the workplace.”
- The interviewer watches how you communicate, lead, and cooperate.

6. Job and Probing Interview

- Purpose: To test your job-related knowledge and problem-solving skills.
- Example: The interviewer asks, “How would you handle a customer complaint?” or “Explain how you’d manage a project delay.”
- It checks your practical understanding of the job.

7. Depth Interview

- A very detailed interview where experts test your deep knowledge and skills about the job.
- **Example:** If you apply for a data analyst role, the interviewer may ask you to explain step-by-step how you clean raw data, handle missing values, and prepare reports. They want to see if you truly understand the job at a detailed level.

8. Decision-Making Interview

- An interview where final decisions about salary, benefits, promotions, or selection are discussed. Usually informal, but important.
- **Example:** After clearing technical rounds, the HR and department head talk with you about your expected salary and benefits. They then decide together whether to hire you and at what package.

✚ Types of Interview for Other Purposes

Not all interviews are for jobs — some are for feedback, discipline, or guidance.

1. Performance Appraisal Interview

- Done once a year to give feedback on your work performance.
- **Example:** Your manager calls you to discuss your strengths, areas to improve, and sets new goals. You also share your views about workload or challenges.

2. Promotion Interview

- Conducted to decide if you should be promoted.
- **Example:** You’re asked about your achievements and leadership skills before being promoted to team leader.

3. Disciplinary Interview

- Done when an employee breaks rules or shows poor behavior.
- **Example:** HR calls an employee who was late many times to discuss discipline.

4. Periodical Interview

- Regular interviews to check progress.
- **Example:** Quarterly meetings to review employee performance.

5. Annual Interview

- Similar to performance appraisal, but covers overall yearly review.
- **Example:** At year-end, HR discusses your performance, training needs, and career path.

6. Counselling Interview

- To guide or help employees with problems.
- **Example:** HR counsels an employee struggling with stress or personal issues.

7. Problem Interview

- Conducted to solve specific issues in the workplace.
- **Example:** Manager interviews staff to understand why productivity is low.

8. Reprimand Interview

- Done to warn or correct an employee.

- **Example:** An employee is interviewed after misbehaving with a colleague.
9. **Exit Interview**
- Conducted when an employee leaves the company to know the reason.
 - **Example:** HR asks, “Why are you resigning?” — maybe for better pay or growth.

Interviewee's Preparing for interview

1. Preparation Before the Interview

This means what you should do **in advance** before the actual interview day.

1. **Advance Preparation**
 - Collect information about the company, job role, and requirements.
 - **Example:** If you're applying for a bank job, learn about the bank's services, history, and work culture.
2. **Role-Play**
 - Practice with a friend or family member acting as the interviewer.
 - **Example:** Your friend asks, “Why should we hire you?” and you answer confidently. This builds practice and confidence.
3. **Practice in Front of Mirror/Camera**
 - Helps improve body language, eye contact, and confidence.
 - **Example:** Stand in front of a mirror and answer common questions like “Tell me about yourself.”
4. **Assessment of Interviewing Skills**
 - Check your strengths and weaknesses in communication.
 - **Example:** Record yourself answering questions, then watch to see if you speak clearly or need improvement.
5. **Learn & Prepare Queries**
 - Be ready with questions to ask the interviewer.
 - **Example:** “What growth opportunities are available in this company?”
6. **Realisation of Strengths & Self-Appraisal**
 - Know your strong points and areas to improve.
 - **Example:** Strength = good communication; Weakness = nervousness in public speaking.
7. **Personal Appearance & Appropriate Clothing**
 - Dress neatly and professionally.
 - **Example:** Formal shirt, trousers, polished shoes for a corporate interview.
8. **Research the Company**
 - Study the company's background, products, and values.
 - **Example:** If interviewing at Infosys, know about their IT services and recent projects.

2. On the Day of Interview

1. **Reach Early**
 - Arrive a little before time. It shows punctuality and seriousness.
 - *Example:* If your interview is at 10 AM, reach by 9:45 AM.
2. **Carry Important Documents**
 - Bring your resume, application letter, certificates, and samples of your work.
 - *Example:* If you're a designer, carry your portfolio.
3. **Listen Carefully and Answer Confidently**
 - Pay attention to each question and reply clearly.
 - *Example:* When asked, “Tell me about yourself,” speak calmly and briefly.
4. **Show Your Strengths**
 - Focus on your positive qualities.
 - *Example:* Mention your teamwork skills or problem-solving ability.

5. Good Communication and Facial Expression

- Smile, maintain eye contact, and speak politely.
- *Example:* Don't look nervous or avoid eye contact — it shows lack of confidence.

6. Speak Effectively

- Use clear language and avoid filler words like “umm” or “you know.”
- *Example:* “I handled customer queries efficiently” sounds confident.

7. Check Interview Invitation

- Read the call letter carefully to know what documents to bring.
- *Example:* If it says “bring ID proof,” don't forget it.

8. Know About the Company

- Research the company's background and share your thoughts.
- *Example:* “I admire your company's focus on innovation.”

9. Carry Pen and Notepad

- Useful for notes or presentations.
- *Example:* Jot down key points during discussion.

10. Switch Off Mobile

- Keep it silent to avoid disturbance.
- *Example:* A ringing phone during interview looks unprofessional.

3. During the Interview

This is when the actual conversation happens.

- Both sides exchange information — the interviewer checks if you fit the job, and you check if the job suits you.
- It usually has **three stages**:

1. Introductory Stage

- Greeting and short talk about the purpose.
- *Example:* “Good morning, sir. Thank you for giving me this opportunity.”

2. Middle Stage

- This is the main part of the interview — the **question and answer** round.
- The interviewer asks questions, and you answer confidently and clearly.
- **Example:** The interviewer asks, “What are your strengths?” You reply, “I'm good at teamwork and problem-solving.”

3. Closing Stage

- This is the **ending part** of the interview.
- You can ask questions or clear doubts about the job or company.
- Both interviewer and interviewee thank each other before leaving.
- **Example:** You ask, “When will I hear back about the results?” and then say, “Thank you for your time.”

4. Follow-Up After the Interview

After the interview, you should stay polite and professional — even if you don't get an immediate response.

There are **two main types of follow-up messages**:

1. Thank-You Message

- Send within **two days** after the interview.
- It shows good manners and leaves a positive impression.

- **Example:**
“Thank you for the opportunity to interview for the position. I appreciate your time and hope to hear from you soon.”
 - Even if you don’t get the job, this message keeps doors open for future chances.
2. **Message of Inquiry**
- Send after **two weeks** if you haven’t received any update.
 - It shows interest and professionalism.
 - **Example:**
“I wanted to check if there’s any update regarding my interview held on April 10. I’m still very interested in the position.”

✚ Interviewer’s Preparation

Just like the candidate prepares, the **interviewer also needs preparation** to make the interview smooth and effective.

The interviewer also prepares in **three stages**:

1. **Before the interview**
2. **During the interview**
3. **After the interview** (we’ll get to this later)

1. Before the Interview

The interviewer should do these things:

1. **Know the Purpose**
 - Be clear about why the interview is happening.
 - *Example:* If it’s for hiring, the purpose is to check skills and suitability.
2. **Familiarise with Information**
 - Read resumes, applications, and job requirements.
 - *Example:* HR reviews Dipali’s resume to know her BBA (CA) background before asking questions.
3. **Make Arrangements**
 - Decide date, time, venue, and check the room setup.
 - *Example:* Ensure the interview room is quiet, has proper seating, and is comfortable.
4. **Organise the Interview**
 - Prepare a list of questions and use evaluation forms.
 - *Example:* HR makes a checklist to score candidates on communication, knowledge, and confidence.

2. During the Interview

1. **Healthy Opening**
 - Start in a friendly way to make the candidate comfortable.
 - *Example:* “Welcome, Dipali. Please feel relaxed, we’ll just have a conversation.”
2. **Explain the Purpose**
 - Tell the candidate why the interview is being conducted.
 - *Example:* “We want to know more about your skills and see if you fit this role.”
3. **Encourage the Candidate**
 - Motivate them to speak freely and confidently.
 - *Example:* Smile, nod, and say “Take your time” when the candidate answers.
4. **Ask Questions**
 - Ask clear, job-related questions.
 - *Example:* “How would you handle a difficult customer?”

5. **Wrap-Up the Interview**

- End politely and thank the candidate.
- *Example:* “Thank you for coming. We’ll inform you about the results soon.”

3. **After the Interview (Interviewer’s Role)**

1. **Unbiased Evaluation**

- Don’t reject or select someone because of personal likes or dislikes.
- *Example:* An interviewer shouldn’t reject a candidate just because they don’t like their accent. They should focus only on skills and suitability.

2. **Set Specific Standards**

- Use clear rules or criteria to judge all candidates fairly.
- *Example:* Decide beforehand: “We will evaluate based on communication, technical knowledge, and confidence.” This keeps results fair.

Do’s of an Interview (For Candidates)

These are the things a candidate **should do**:

1. **Do Homework**

- Learn about the company, its products, services, and achievements.
- *Example:* If you’re interviewing at Infosys, know about their IT services and recent projects.

2. **Arrive Early**

- Reach before the scheduled time. It shows seriousness and discipline.
- *Example:* If the interview is at 11 AM, reach by 10:45 AM. Arriving late gives a bad impression.

3. **Bring Notes to Calm Nerves**

- Carry small notes with key points about the company or your skills.
- *Example:* A note reminding you of 3 strengths: teamwork, problem-solving, and communication. This shows preparation.

4. **Offer a Firm Handshake**

- A confident handshake shows positivity and enthusiasm.
- *Example:* When you meet the HR, shake hands firmly (not too hard, not too soft).

5. **Be Confident, Not Superior**

- Show confidence but don’t act like you know everything.
- *Example:* Say, “I’m eager to learn new things,” instead of “I already know everything.”

6. **Take Time to Answer Questions**

- Listen fully before answering. Don’t rush.
- *Example:* If asked, “How would you handle a conflict at work?” pause, think, then answer calmly.

7. **Highlight Your Successes**

- Share achievements related to the job.
- *Example:* “I successfully managed a college project with a team of 5 members.”

8. **Speak with Enthusiasm**

- Show energy and positivity in your voice.
- *Example:* Instead of sounding dull, say with excitement: “I really enjoy working with data and solving problems.”

9. **Ask Questions about the Position**

- Shows interest and seriousness.
- *Example:* “What growth opportunities are available in this role?”

10. **Take Notes**

- Write down important points during the interview.
- *Example:* Note down details about training programs or company policies mentioned by HR.

✚ Don'ts of an Interview

1. Dressing Casually

- Don't wear casual clothes; it looks careless.
- *Example:* Wearing jeans and a T-shirt to a corporate interview gives a bad impression. Formal wear is better.

2. Violating Personal Space

- Don't sit too close or make the interviewer uncomfortable.
- *Example:* Leaning too much over the interviewer's desk can feel intrusive.

3. Mistreating Support Staff

- Be respectful to everyone, not just the interviewer.
- *Example:* Being rude to the receptionist shows poor attitude.

4. Standing Out for Wrong Reasons

- Don't use heavy makeup, flashy clothes, or strong perfumes.
- *Example:* Wearing neon-colored clothes may distract and look unprofessional.

5. Getting Too Personal

- Don't share unnecessary personal details.
- *Example:* If asked about hobbies, say "I like reading," not "I had family problems last year."

6. Fidgeting

- Avoid nervous movements like tapping fingers or shaking legs.
- *Example:* Constantly playing with a pen shows anxiety and distracts the interviewer.

7. Lying

- Never give false information about education or experience.
- *Example:* Claiming you worked at a company when you didn't — HR can easily verify.

8. Badmouthing Former Employer

- Don't speak negatively about past jobs or bosses.
- *Example:* Instead of saying "My old boss was terrible," say "I'm looking for better growth opportunities."

9. Using Filler Phrases

- Avoid saying "uhm," "ah," or "you know" too often.
- *Example:* Instead of "Uhm... I think... ah... teamwork," just say "I believe teamwork is my strength."

✚ Technique of Interviewing

These are different **methods** interviewers use to understand candidates better and make fair decisions.

1. Structured Interviewing

- The interviewer asks the **same set of questions** to every candidate.
- It helps compare answers easily and keeps things fair.
- *Example:* Every candidate is asked, "Tell me about your strengths" and "Why do you want this job?"

2. Unstructured Interviewing

- There's **no fixed format** — it feels more like a friendly conversation.
- The interviewer can ask questions freely based on the discussion.
- *Example:* The interviewer says, "Tell me about your college life," and then asks follow-up questions naturally.

3. Behavioural Interviewing

- Focuses on **past experiences** to predict future performance.
- Candidates share real examples of how they handled situations.
- *Example:* "Tell me about a time you solved a difficult problem at work."

4. Situational Interviewing

- The interviewer gives a **hypothetical situation** and asks how you'd handle it.
- It checks your **decision-making and problem-solving skills**.

- *Example:* “If a customer complains about your service, what will you do?”

5. **Panel Interviewing**

- A group of interviewers (panel) asks questions together.
- It gives multiple opinions and reduces bias.
- *Example:* HR, technical expert, and manager all interview you at once.

6. **Stress Interview**

- The interviewer creates a **stressful situation** to see how you react under pressure.
- It tests your patience and confidence.
- *Example:* The interviewer interrupts you or asks tough questions like, “Why should we hire you when others are better?”

7. **Probing and Follow-Up**

- The interviewer asks **deeper questions** to get more details.
- *Example:* If you say, “I managed a project,” they might ask, “What challenges did you face while managing it?”

8. **Group Interviewing**

- When many candidates are interviewed together at the same time.
- **Purpose:** To see how people behave, communicate, and work in a group.
- **Example:** A company asks 10 candidates to discuss a topic like “Teamwork in the workplace.” The interviewer observes who leads, listens, and cooperates well.

9. **Probing and Follow-Up**

- **Meaning:** When the interviewer asks extra or deeper questions to understand better.
- **Purpose:** To get more details about your experience or clarify your answers.
- **Example:** If you say, “I managed a project,” the interviewer may ask, “What challenges did you face while managing it?” — that’s probing.

✚ **Advantages of Interview**

❖ *For Employers*

1. **Provides Information about Candidates**

- Helps employers know about your education, skills, personality, and communication.
- *Example:* HR learns that Dipali is confident and good at teamwork.

2. **Helps Select the Right Candidate**

- Face-to-face talk helps judge suitability for the job.
- *Example:* The interviewer sees who fits best for a customer service role.

3. **Improves Employer’s Goodwill**

- A polite and respectful interview creates a good image of the company.
- *Example:* Even if not selected, candidates feel positive about the company’s professionalism.

4. **Helps in Promotions and Transfers**

- Interviews help assess employees for higher positions or new departments.
- *Example:* A manager interviews staff before promoting one to team leader.

❖ *For Job Seekers*

1. **Provides Employment Opportunity**

- Gives a chance to show skills and get a job.
- *Example:* Dipali explains her knowledge of PHP and SQL during the interview.

2. **Helps Decide to Accept or Reject the Job**

- Candidates learn about salary, work conditions, and growth opportunities.
- *Example:* After the interview, Dipali decides whether the job matches her goals.

✚ **Disadvantages of Interview**

1. **Expensive**

- Interviews take a lot of time and money.
- *Example:* A company spends money arranging interview rooms, staff, and travel costs for candidates.

2. **Subject to Bias and Personal Traits**

- Sometimes results depend on the interviewer's personal likes/dislikes or the way questions are asked.
- *Example:* An interviewer may prefer confident candidates and ignore shy but skilled ones.

3. **Ineffective in Some Areas**

- Interviews cannot always collect personal or financial details.
- *Example:* A candidate may not openly share salary expectations or family issues in face-to-face interviews.

4. **Recording Complexities**

- Taking notes during interviews can disturb the flow of conversation.
- *Example:* If the interviewer keeps writing, the candidate may feel distracted or nervous.

5. **Demands Skilled Interviewers**

- Good interviews need trained interviewers, which is costly and not always available.
- *Example:* A new HR person may not know how to judge candidates properly.

6. **Subjective**

- Personal bias or partiality can affect fairness.
- *Example:* An interviewer may secretly give hints to one candidate, making it unfair for others.

7. **Difficulty in Analysis**

- Answers are often personal and varied, making them hard to compare or analyze.
- *Example:* One candidate says "I'm hardworking," another says "I'm creative" — it's tough to measure who is better.

Assignment

2 Marks.

1. What is oral communication.
2. What is presentation
3. What is interview
4. What is group interview
5. Write 2 advantages of oral communication
6. Write stages of presentation
7. Write 2 do's and don't's of interview

3/4 Marks

1. What are the characteristics of oral communication
2. Explain the structure of interview
3. Discuss types of interview
4. Discuss stages of presentation
5. How to prepare for self introduction
6. Discuss media of oral communication
7. How to overcome from fear during presentation
8. How interviewees prepare for interview
9. Write 7C of communication