

# **Certificate in Computer Applications (CCA)**

## **Study Material**

**CCA - 103 : Communications & Soft Skills -Part 2**  
(Unit 7 to Unit 10)

**Supported by  
Institute of Management Studies (IMS),  
Ghaziabad-UP**

### **About CCA Program**

The certificate program focuses on computer fundamentals. This program provides a comprehensive introduction to Fundamentals of Information Technology; Computer Applications; Internet & Communication Technologies; Web Programming; and Soft Skills.

The program is designed and conducted by CSC Academy along with one of the leading Management Institute, Institute of Management Studies, Ghaziabad (UP). Some of the core subject faculty are associated in delivering this program.

After the completion of this course, student will be able to:

- Get a basic understanding of personal computers and their operations.
- Use of MS Office Tools - Like MS word, MS excel and Power point presentations
- Understand basics of Programming.
- Recognize and describe the working of Computer Networks.
- Get familiar with the basics of communication skills
- Develop good skills at writing business letters, emails, minutes of meeting and other business correspondence.
- Design and Implement interactive, responsive web site using HTML5, CSS5 and JavaScript.
- Build Dynamic web site using server-side PHP Programming and Database connectivity.

#### **The CCA program covers five course modules:**

Unit 101: Fundamentals of IT & Programming

Unit 102: Data Communications

Unit 103: Soft Skills & Communications

Unit 104: Web Technologies

Unit 105: Cyber Security

The objective of this study material is to provide the students to enable them to obtain knowledge and skills in the related subject. This material is not in itself to be read alone, and student should use this in addition to the CCA online e-learning content study. In case students need any further clarifications or have any suggestions to make for further improvement of the material contained herein, they may give the same at CSC Academy Centre.

All care has been taken to provide content in a manner useful to the students.

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### **About CSC Academy**

CSC Academy was setup in 2017 that provides access to professional learning for learners of diverse backgrounds and educational needs. The CSC Academy is a not-for-profit society under the Societies Registration Act 1860 (Act 21 of 1860), as applicable to the Union of Delhi with its registered office in Delhi. The CSC Academy board comprises of the Additional Secretary, Ministry of Electronics & Information Technology, Government of India as Chairman, and others reputed members from academia. CSC Academy has received certificate from Income Tax Department under section 12 AA and 80 G.

The CSC Academy is committed to teaching, delivering of specialized courses/ training programs, leadership, communication skills and promotion of entrepreneurship among the rural masses in India. Presently, the CSC Academy is delivering various Government of India sponsored skill and education programs, in addition to courses from private sector.

### **About Institute of Management Studies, Ghaziabad (UP)**

IMS Ghaziabad is a pioneer institute for management education in Northern India. It is the first institute of IMS Society Ghaziabad with 30 glorious years of excellence. IMS Ghaziabad offers full time AICTE approved & NBA accredited PGDM Programme which has been awarded the MBA equivalent status by the Association of Indian Universities (AIU), PGDM - International Business, PGDM - Big Data Analytics and MCA Programme are approved by AICTE and affiliated to Dr APJ AKTU, Lucknow.

Since its foundation IMS Ghaziabad has gathered a lot of feathers in its cap with global accreditations and memberships such as Accreditation Services for International Colleges (U.K), AACSB Business Education Alliance, National Assessment and Accreditation Council - 'A' Grade.

IMS Ghaziabad is amongst Top 10 best B-Schools in North India as per latest MBA and B School Rankings. It has been awarded as the "Best Campus for Industry Oriented Management Education in India / Asia Pacific 2019" by ASSOCHAM and the Education Post. It has been ranked as 5th in North India and 15th in India by Times of India B School Survey, February 2019, A++ Institute in Delhi - NCR by 9th Chronicle B-School Survey 2018.

## Table of Contents

Course Outline .....	6
UNIT 7 Business Letters.....	8
Unit 7.1 AIDA approach.....	8
Unit 7.2 Types of business letters.....	10
Unit 7.2 Format of business letter .....	14
UNIT 8 Résumé Writing.....	16
UNIT 9 Personal Grooming & Business Etiquettes.....	22
Unit 9.1 Personal Grooming .....	22
Unit 9.2 Video Call Etiquettes.....	40
Unit 9.3 Net Etiquettes.....	43
UNIT 10 Employability Skills .....	48
Unit 10.1 Group Discussion .....	48
Unit 10.2 Interview .....	59

## Course Outline

### Course Objective

The course is aimed at endowing the students with the necessary techniques and skills of communication to make them perform as per the expected corporate guidelines. The main aim is to make the students familiar with the nuances of effective communication along with the significance of oral, written, visual and audio-visual forms of communication.

### Course Outcomes

At the end of this course, student should be able to:

1. The students will get familiar with the basics of communication skills
2. They will learn about effective use of body language, gestures and postures.
3. They will be good at writing business letters, emails, minutes of meeting and other business correspondence.
4. They will learn basic business etiquettes.

## Course Outline

### Unit I Basics of Communication Skills

Process of communication, Dos and don'ts of communication, Forms of Communication – Formal & Informal

### UNIT II Basics of Managerial Communication

Levels/Channels of Communication, Barriers to Communication, Importance and objectives of communication

### UNIT III Four Pillars of Effective Communication

Listening, Speaking, Reading, Writing

### UNIT IV Nonverbal Communication

Body Language, Gestures, Postures

### UNIT V Ingredients of Professional Communication

7C's of Written Communication, Email Writing

**UNIT VI Ingredients of Professional Communication**

Notice for Meeting, Agenda for Meeting, Minutes of Meeting

**UNIT VII Business Letters**

AIDA approach to writing business letters, Types of business letters, Standard format of a Business Letter

**UNIT VIII Résumé Writing**

Resume V/s CV, Chronological and Functional Résumé, Preparing a Résumé

**UNIT IX Personal Grooming & Business Etiquettes**

Personal grooming, Video call etiquettes, Net Etiquettes

**UNIT X Employability Skills**

Group Discussion, Interview

**Reference books**

1. Rizvi, M. Ashraf. Effective Technical Communication, McGraw Hill, Chennai
2. Kumar, Sanjay. & Lata, Pushp. Communication Skills, Oxford University Press, India.
3. Ludlow, R. & Panton, F. The Essence of Effective Communication. PHI.
4. Munter Mary, Guide to Managerial communication, PHI.
5. Smeltzer, Managerial Communication. McGraw Hill.
6. Chhabra T.N. Business Communication: Concepts and Skills, Sun India Publications
7. Pandey, M.K., Magical Book Series Analytical Reasoning, BSC Publishing Co Pvt Ltd
8. Agarwal, Dr. R.S., A Modern Approach to Verbal & Non Verbal Reasoning, S. Chand.

**Note: Latest edition of the readings may be used.**

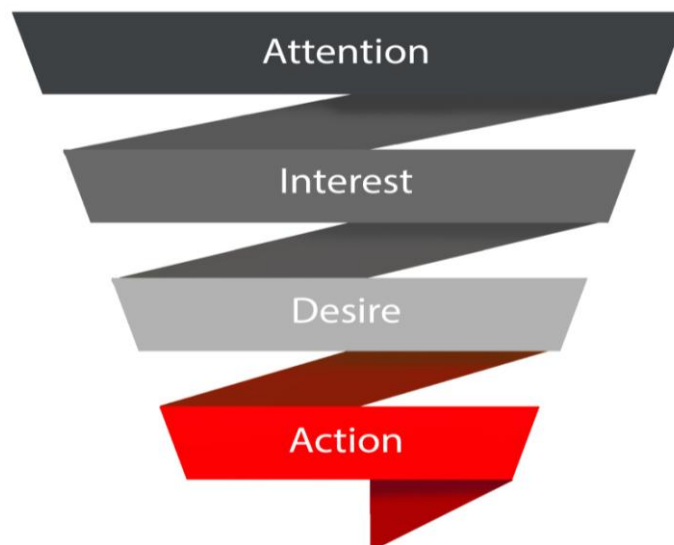
## UNIT 7 Business Letters

### Unit 7.1 AIDA approach

# AIDA

## Approach of Writing Business Letters

The acronym AIDA stands for -





These are the stages that a receiver/consumer goes through when reading a business letter. Remember the purpose of a business letter is to create business -

The first and foremost, the letter should grab the **attention** of the reader. The subject-line, therefore, must be crisp and precise with strong keywords.

The initial few lines of the letter must be such as they invoke **interest** in the mind of the receiver.

After creating an interest, the letter has to bring **desire** in receiver's/consumer's mind to use the product and

finally the consumer has to take a favorable **action** towards the product by ultimately purchasing the product.

**Unit 7.2 Types of business letters**

# **TYPES OF BUSINESS LETTERS**

Sales Letters/Business Letters  
Letter of Inquiry  
Letter of Quotation  
Letter of Order  
Letter of Complaint/Claim  
Letter of Adjustment/settlement

## **Sales Letters/Business Letters**

Business Letters are written to generate business by selling the products or the services.

## **Letters of Inquiry**

Inquiry letters are written by the customers/clients to company for inquiring about the products/services, their features, prices and other things.

## **Letters of Quotation**

Letters of Quotation are written to the customers by the company for sharing the prices and the features of the product/service. The quotation letter is written with an expectation of the order for goods/services.

## **Letters of Order**

Order letters are written by the customers to the company when they feel satisfied with the quotations.

While ordering, the customer should specify the features and price of the desired product/service .

## **Letters of Complaint/Claim**

Complaint letters are written by the customers to the company when they are not satisfied with the quality or features of delivered product.

## **Letters of Adjustment/Settlement**

Adjustment letters are written to the customers by the company when they receive a complaint from the customer.

The purpose is to repair/replace the product and improve the service so that the customer is satisfied and retained.

**Unit 7.2 Format of business letter**

[Your Name]  
[Street Address]  
[City, St Zip]

[Today's Date]

[Name of Recipient]  
[Title]  
[Company]  
[Address]  
[City, St Zip]

Subject Line: .....

Dear [Name of Recipient]:

[Short introduction paragraph, stating purpose]

[Additional information]

[Closing information, summary or thank you as appropriate]

[[See Vertex42.com](https://www.vertex42.com) for letter writing tips and a sample business letter]

Sincerely,  
[Sign here]  
[Your Name]  
[Title – if applicable]

Enclosures: #  
CC:

## UNIT 8 Résumé Writing

### RESUME WRITING

- Résumé v/s CV
- Chronological and Functional Résumé
- Preparing a résumé

### A Few Guidelines

'Your résumé is a one-page (sometimes two-page) document that summarizes your skills, experience and qualifications for a position in your field.'

— Pauley and Riordan.

#### ▪ Difference between CV and Résumé

CV or Curriculum Vitae is –

- Over all summary of education and experience
- Used for academic teaching or academic administration
- Also used for grants or fellowships
- Can be of 10-12 pages sometimes.

A Résumé is –

- A customized/personalized or tailored information
- Includes education and experience
- Used when applying for jobs – public or private
- A Job-specific document
- Generally 1 to 2 pages.

#### TYPES OF RESUME

- Chronological Résumé : A detailed history of education and experience.
- Functional Résumé : Talent and skills are emphasized
- Combination Résumé : A combination of both.

A personalized or tailored Combination Résumé is preferable.



### **DOs & DON'Ts of Résumé Writing**

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- A résumé should not be hand-written.
- Durable, good quality and fresh piece of paper should be used.
- Coloured paper should be avoided. Color print-out is acceptable.
- Do not be wordy. Write point-wise using bullets.
- Writing hobbies/interests is not a must. They should be relevant to job.
- Do not write – 'References will be provided if requested.'
- Name on the bottom of second page is a must.
- Do not print on both sides of the paper.
- Font size should not be less than 12 and more than 14.
- Artistic or over-sized fonts should be avoided.
- Use same font and font-size for complete résumé.
- Times New Roman, Arial, Calibri and Cambria are formal and standard fonts.

**1. HEADING:**

- On the top of résumé, preferably on the left corner.
  - Name (Preferably in capital)
  - Address
  - Contact No (Preferably 2)
  - Email Id (Preferably 2)
- (Photo in top right corner, parallel to these details).

---

**POSITION SOUGHT :**

**OBJECTIVE** : Describe your career goal, indirectly praising yourself and the company.

**EDUCATION** : Mention your education in reverse chronological order.

: Avoid tabular form

: Don' write sentences or paragraphs, write point-wise

: Be smart and wise while mentioning year of passing or marks and percentage.

**SPECIAL SKILLS**                      Mention      some      job-  
oriented skills as given below -

: Diploma in Computer (MS-  
Office, Internet etc.).

: Excellent communication and  
inter-personal skills.

: Fluent in English and Hindi.

: Truly confident.

**SEMINARS, CONFERENCES      &                      PAPER  
PRESENTATION**

: Details of papers presented

: Conferences attended

: Seminars attended

**INTERESTS**                      Mention the ones which suit  
the job profile and your personality. For example -

: Travelling

: Interacting with new people

: Listening to music

## EXTRA-CURRICULAR ACTIVITIES :

: Contribution to various events/functions

: Membership of groups/clubs/organizations

: Mention only the relevant ones

: Mention the important ones first

**ACHIEVEMENTS** : 1<sup>st</sup> Prize in .....COMPETITION,  
1994

Council of Political Sc., D.V.College.

: 2<sup>nd</sup> Prize in ..... COMPETITION,  
1994

Military Sc. Council, D.V.College,

Orai

: 2<sup>nd</sup> Prize-DISTT. LEVEL  
DEBATE COMPETITION

On Republic

Day-1994

1

: 3<sup>rd</sup> Prize -Inter-collegiate  
.....COMPTN.,

University

Level,1995

: 1<sup>st</sup> Prize - .....  
COMPETITION

U.P.Bharat

Scouts & Guides, 1995.

DATE OF BIRTH : .....

FATHER'S NAME : Mr. ....

POSTAL ADDRESS : (Name of city should be in a  
separate line

PIN Code is a must).

CONTACT NUMBERS : 09918173820,  
09886370805

E-MAIL ID : .....

Date:

Place :

Name of Candidate

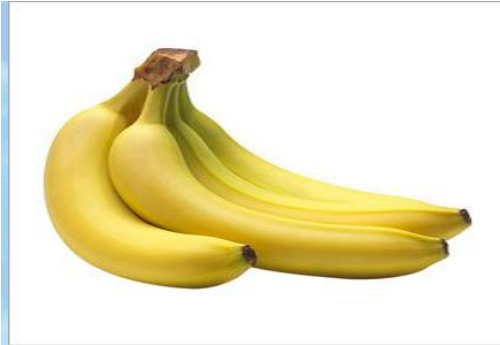
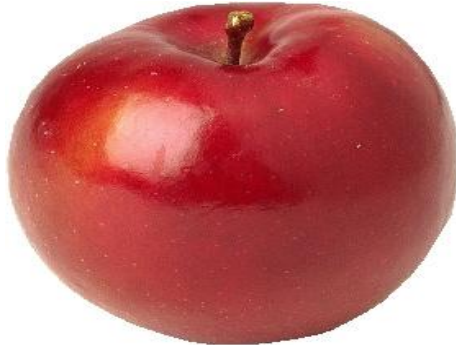
## UNIT 9 Personal Grooming & Business Etiquettes

### Unit 9.1 Personal Grooming













## Personal Grooming Habits

Grooming involves all the aspects of your body:

- **Hair**
- **Nails**
- **Dress**
- **Make-up**
- **Overall Cleanliness**

Which out of these two  
looks more professional?



**Casual but clean shaved**



**Formal but not shaved**

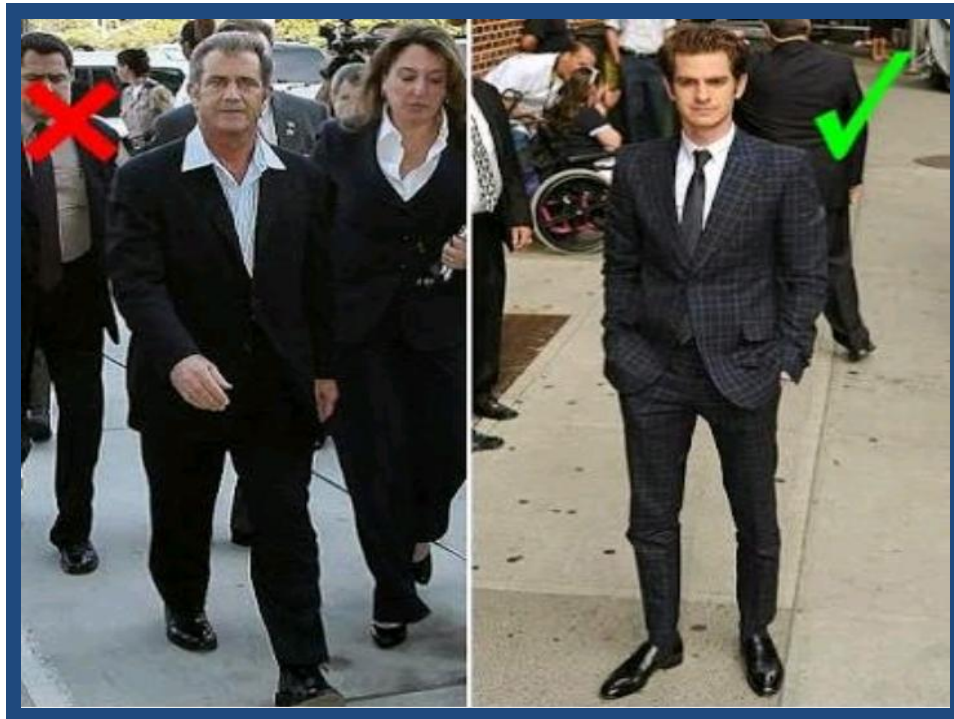
Which out of the two looks more  
professional?



**In casuals but cheerful**



**Improper formals and dull**



**Which out of the two looks more professional?**



**In casuals & NOT shaved**



**In formal and clean shaved**

**The Imitable & Ideal Look**



**The Imitable & Ideal Looks**

**You can continue  
with moustache  
Also but  
it should be  
trimmed well  
regularly.**





### The Imitable or Ideal Looks



**You can  
continue with  
your beard even  
if it looks  
good on you  
and is  
trimmed well  
regularly.**

### A Few More Pictures of Imitable or Ideal Looks



**A Few More Pictures of  
Imitable or Ideal Looks**



**What to  
wear ?**



**BUSINESS  
PROFESSIONAL**



PRESSED SUIT

FRESH  
HAIRCUT

PORTFOLIO

POLISHED SHOES

**BUSINESS  
CASUAL**



CLEAN SHAVEN

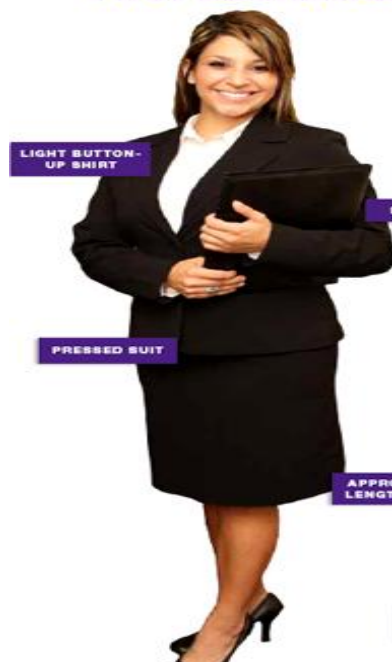
APPROPRIATE  
TIE

BUTTON-UP  
SHIRT

MATCHING BELT  
AND SHOES

PRESSED  
SLACKS

**BUSINESS  
PROFESSIONAL**



LIGHT BUTTON-  
UP SHIRT

PRESSED SUIT

PORTFOLIO

APPROPRIATE  
LENGTH SKIRT

POLISHED, CLOSED-  
TOE SHOES

**BUSINESS  
CASUAL**



NATURAL LOOKING  
MAKEUP

NO BULKY  
JEWELRY

NICE BLOUSE

# What **NOT** to wear ?

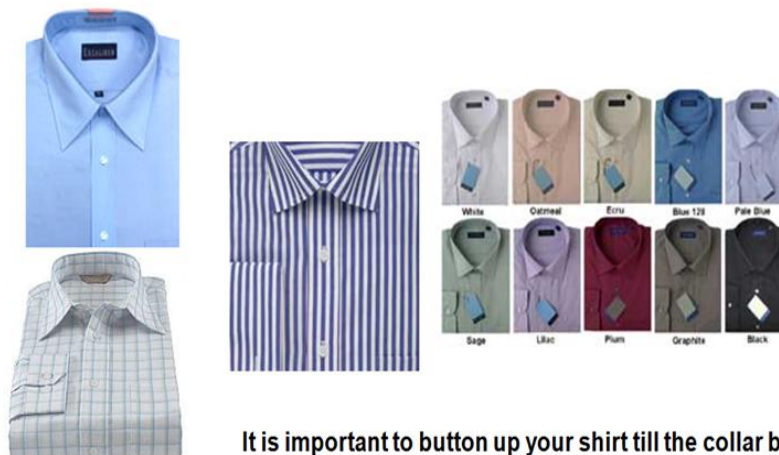




## CHOICE OF CLOTHES

**AS A RULE : The simple, the better.**

### Preferred Designs & Colours of Shirts



It is important to button up your shirt till the collar button

## Shirts Which You Should NOT Wear

### THICK STRIPES



### CHECKS.



### TROUSERS:

They should preferably be dark though you may wear beige and with a dark colored shirt.

Try to have at least one pair of black trousers.



Trousers may or may not have pleats



## TIES

To play it safe choose a traditional silk tie,  
**No loud colours or patterns.**  
 Given below are some well accepted colours and patterns



**It may be wise to avoid ties with images and designer logos**



## TIES

Your tie should co-ordinate with your attire  
 The knot should be a perfect triangle



**Do not enter a clinic like this  
 (observe the tie and the shirt  
 button)**



## APPROPRIATE LENGTH OF TIE



## SOCKS

Choose a color that coordinates with your trousers (usually black, dark gray, dark brown, or dark blue)

Make sure they are long enough not to expose your skin when you sit down.

As a thumb rule, do not wear white socks.

Wear clean socks to avoid **bad odour**



## SHOES

Wear a good pair of leather shoes- black and brown/tan shoes.  
Shoes must be polished everyday.



Do not wear shoes that look casual.  
Also, do not wear shoes with worn out heels.



## BELTS

Wear only formal belts with a sleek buckle.  
As thumb rule, match your belt to your shoes.



Avoid these buckles.



### ACCESSORIES

#### Earrings

Wear studs or small rings



Do not wear hoops or dangling earrings



**The 5 Piece Rule: Wear only 5 accessories - earrings count as 2; watch counts as 3, allowing 2 additional accessories**

**Above all ...**

Learn to **SMILE !**

**"You are not completely dressed  
until your face wears a smile".**

- Mahatma Gandhi

Learn to **SMILE !**

**"You are not completely dressed  
until your face wears a smile".**

- Mahatma Gandhi





**Unit 9.2 Video Call Etiquettes**

## **Video Call Etiquettes**

- **Test the Equipments**

- Camera
- Speaker
- Microphone

## **Video Call Etiquettes**

- **Don't delay start timings**

- Don't keep others waiting



## **Video Call Etiquettes**

- **Beware of 'candid camera'**
  - It may result in embarrassment and humiliation

## **Video Call Etiquettes**

- **Camera positioning**
  - Check in advance
  - Also check background and surroundings

## **Video Call Etiquettes**

### **■ Appearance**

- See how you look
- Dress as if you are in office

## **Video Call Etiquettes**

### **■ Don't' do multi-tasking**

- See how you look
- Dress as if you are in office

**Unit 9.3 Net Etiquettes**

## **Net Etiquettes**

- **Avoid Plagiarism**
  - Scan before you post

## **Net Etiquettes**

- **Use proper quotes**
  - Use the full quotes

## **Net Etiquettes**

- **Don't gossip**
  - Keep personal information personal

## **Net Etiquettes**

- **Don't steal copyrighted stuff**
  - Pictures
  - Videos etc

## **Net Etiquettes**

- **Mind your language**

- No slangs
- No obscenity please

## **Net Etiquettes**

- **Be patient with newbies**

- Internet newbies may take more time to read, comprehend and respond
- Don't demoralize them

## **Net Etiquettes**

- **No spamming please**

- This is irritating and may put you in trouble.

## **Net Etiquettes**

- **Avoid overuse of emoticons**

- Avoid them completely in formal communication.

## **Net Etiquettes**

- **Avoid using internet for personal interests in office**
  - This is objectionable
  - You are being watched.

**UNIT 10 Employability Skills****Unit 10.1 Group Discussion**

**The term ‘Group Discussion’ is meant to a scene in which a few persons sit together and exchange their views or information.**

**In other words, a Group Discussion is an evaluation of the total personality of a candidate – his communication skills, knowledge, attitude and his ability to succeed in a group.**



**For an effective and meaningful group discussion, the ideal number of participants is 5-7.**

# Types of GD

**Moderated GD:**

**A GD where the coordinator instructs the group and asks the candidates to speak or to stop.**

**Non-moderated GD:**

**A GD where the topic is announced and the participants are left free to carry the discussion in whatever direction they like.**

## **DOs and Don'ts of GD**

**Keep your hands  
on the table.**

**Sit straight  
and comfortable.**

**Maintain eye contact  
(with participants)**

**Initiate the GD.**

**Do elaborate the topic  
in your own words.**

**Speak clear and audible.**

**Make sure  
to bring discussion  
on track**

**Show a positive attitude**

**Do not speak  
more than 6-7 sentences  
in one attempt.**

**Listen carefully to others.**

**Don't  
interrupt anyone  
unless he/she has  
spoken at least 4-5  
sentences.**

**Follow  
a formal dressing.**



**Have good  
general awareness.**

**Don't  
end up  
just by saying  
'I agree with him/her.'**

## **Conclude the GD**

## Unit 10.2 Interview

# INTERVIEW



Interview can be defined  
as a  
**purposeful  
inter-personal  
communication  
between two individuals.**

More specifically,  
**an interview is  
an oral  
examination  
of an applicant  
for job.**

# Types of Interview



- Walk-in-interview**
- General Interview**
- Telephonic Interview**
- On-Line Interview**
- Exit Interview**
- Other Interviews –**  
by doctor, police, etc.

Important  
**Guidelines**  
**For**  
**Interview**

**Reach the venue  
one hour before  
the appointed time.**

**You may have to fill forms and  
complete formalities.**

**Keep the factors  
of jam, fog,  
agitations, processions  
and conveyance in mind  
especially for outstation  
interviews.**

**On reaching the  
venue, do go to the  
reception or the fixed  
table/person.**

**Get your arrival recorded.**

**Now, ask for  
the way to wash room.  
Comb your hair,  
get fresh and  
mind your dress.**

**Carry three copies  
of your résumé,  
even if you have already  
sent them by mail  
or email.**

**First impression  
is the last impression.**

**Your first impression  
starts right from  
your entry.**



The moment  
your name is announced  
for the interview,

**take a deep breath  
once or twice.**

**Ask**  
**‘May I come in sir?’**  
before entry,  
&  
**Look confident.**

**Close  
the door  
after your entry.**

**Walk  
enthusiastically,  
straight and confident.**

**Stop  
near your chair  
and wish  
the chairperson first.**

**Now  
wish others,  
from left to right.**

**Keep standing  
till they ask  
or indicate you  
to sit.**

**Sit with  
back support.**

**Look happy and  
confident.**

**Carry a  
good quality file/folder.**

**Leave excess baggage  
at the reception.**

**Also carry  
a good quality pen  
and  
2- 3 blank sheets  
of paper.**

**Carry  
your documents  
in order.**

**When  
the interview is over,  
thank everyone  
in the same sequence  
as you had wished  
in the beginning.**

**Leave  
the room  
confidently  
and slightly slow.**

**Do not look back**

**while  
leaving the room.**

**Make sure  
to close the door  
after you exit.**



**SOME MORE  
DOs and DON'Ts .....**



**During the interview,  
you may drink water  
if you really need.**

**Do not keep  
your hands in pocket.**

**This shows insecurity  
and lack of confidence.**

**Maintain eye contact  
mainly with that  
member of interview board  
who has asked the  
question.**

**Do not propose to shake  
hand from your side,**

**but if they do,  
shake hands confidently,  
properly and with a firm grip.**

**Wipe  
wet or sweaty  
hands**

**in advance.**

**Maintain  
eye contact  
while shaking hands.**

**Do not take your hand to  
your chest after shaking hands.**

**Be what you are.**

**Take the interview  
as if you  
are going to have  
a conversation with  
one of your learned relatives.**

