



Notes

1

INTRODUCTION TO BUSINESS PROCESS OUTSOURCING

Today Business Process Outsourcing (BPO) is a household name and most families of urban India has one or more family members working in a BPO. This industry has added immensely to the economy of the country and is a booming sector. When unemployment was haunting the country, the BPO industry came as a boon and has helped many people to enhance the family income in a dramatic way, hence creating lots of opportunities for freshers like you.

The BPO industry, being the most predominant industry, this lesson will give you an interesting insight into how the industry came into being and how it has grown, the various departments, the culture, the skills you must possess to make a great career in this industry.



OBJECTIVES

After reading this lesson, you will be able to:

- describe the domestic BPO industry;
- assess the individual growth of an employee within this industry;
- adapt to the work culture of a BPO industry;
- identify the types of domestic BPO companies;
- list the various skills required for the industry.



Notes

1.1 DOMESTIC BPO INDUSTRY

Let us familiarise ourselves with the domestic BPO industry and its brief history.

During the past few years, the country has seen phenomenal developments in its political, social and economic infrastructure accelerated by the strong forces of globalisation and the radical changes in Information Technology. The booming IT segment comprising ITeS / BPO are the core sectors that have driven the country into the epicentre of change.

You will find that Business Process Outsourcing is a planned and structured arrangement between an organization and an outsourcing partner to perform services which could otherwise be conducted in-house. You will notice that the supplier of the outsourced services takes key responsibility of ensuring that the services assigned to them, are duly performed and delivered as per the desired results of the organization.

You may be aware of the term “Domestic business process outsourcing”. It is a partnership between two businesses in the same country. It started in the late 90’s where one company outsourced some elements of operations to another. You will see some clear benefits of domestic business process outsourcing which are similar, reliable and have constant legal and regulatory standards between the two companies. Another advantage is sharing the same language and culture and it aids in the implementation of the outsourcing model.

1.2 INDIVIDUAL GROWTH PROSPECTS

Fig 1.1 depicts the growth prospects for individuals in the domestic BPO sector: Some of the career opportunities in the BPO industry are medical billing, medical transcription, recruitment process outsourcing etc.



Fig. 1.1 : Growth Prospects

Hierarchy in a BPO

Vertical Growth

It refers to the growth pattern with respect to a single department/process in the BPO industry.

Let's take a look at how one can grow up the ladder in a BPO.

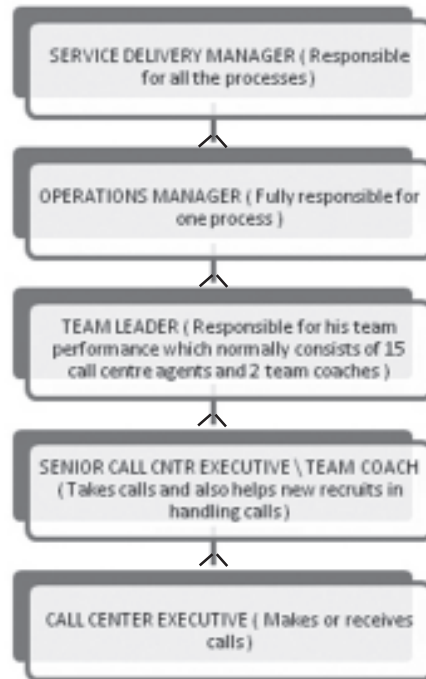


Fig 1.2 : Vertical Growth

Horizontal growth We had a look at the vertical growth pattern. Now let us have a look at the horizontal growth opportunities that a call centre agent can choose from, depending on his skills and performance. The horizontal growth is with respect to various departments in the Domestic BPO industry

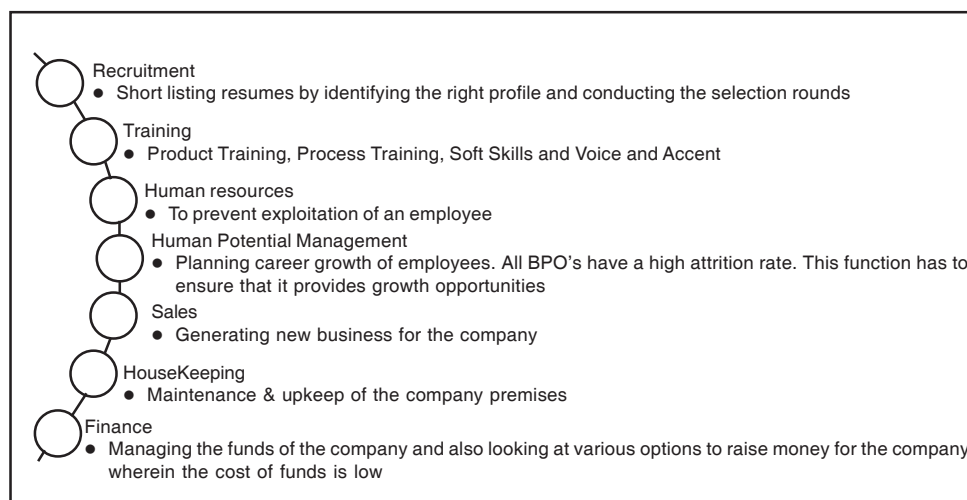


Fig 1.3: Horizontal Growth



Notes



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INTEXT QUESTIONS 1.1

I. Choose the correct option

1. The full form of BPO is _____.
 - a. Business Process Organisation
 - b. Business Process Outsourcing
 - c. Bharat Process Outsourcing
 - d. Business Progress Outsourcing

 2. This industry has added immensely to the _____ of the country and is a _____ sector.
 - a. business, booming
 - b. economy, growth
 - c. economy, booming
 - d. economy, growing

 3. The training department deals with _____.
 - a. maintenance and upkeep of the company premise
 - b. generating new business for the company
 - c. product training, process training, soft skills, voice and accent
 - d. marketing and sales

 4. The sales department deals with _____.
 - a. maintenance and upkeep of the company premise
 - b. generating new business for the company
 - c. product training, process training, soft skills, voice and accent
 - d. infrastructure maintenance

 5. The finance department deals with _____.
 - a. maintenance and upkeep of the company premise
 - b. product training, process training, soft skills, voice and accent
 - c. managing the funds of the company
 - d. get new contracts
-

6. The team leader is _____.
- responsible for making or receiving calls
 - responsible for the performance of his team
 - responsible for all the processes
 - responsible for individual performance
7. The operations manager is _____.
- responsible for making or receiving calls
 - responsible for the performance of one process
 - responsible for all the processes
 - responsible for management decisions



Notes

1.3 WORK CULTURE IN THE DOMESTIC BPO INDUSTRY

The liberalisation of the Indian economy has given access to the arrival of the business process outsourcing (BPO) culture. India has all the components to setup a successful industry, starting from cheap and educated labour force in the form of our youth, to information technology (internet and computer accompanied with telecommunication skills) and we also have the potential clients and customers within our country.

The BPO, as such, has certainly provided a lot of employment opportunity for the unemployed. It has also helped in reduction of the gender disparity by providing equal opportunity to the female section of the society.

Now let us discuss some of the key attributes to understand BPO culture.

Energetic setting

In the present scenario, when you visit a BPO company, it has a vibrant environment, generally the interiors and the overall infrastructure is set up to make people nice and energetic. This exciting industry also involves a lot of hard work and specialized skills to deal with all kinds of customers.

24x7 work environment

You will find a round the clock working culture in the BPO sector and people work in both, day and night shifts. This is to ensure that the customer services are available round the clock.



Notes

Perfect merger

In the BPO sector, you will find people with a perfect blend of professionalism and friendliness. People are not treated as machines and are given equal opportunities of growth in every sphere of learning. BPO companies create a friendly working atmosphere so that the employees would not feel suffocated.

Rejuvenation channels

As BPO companies have long working hours, pressure to meet the deadlines and to achieve targets, takes its toll on the well-being of the employees. You will see that most of the quality BPO companies offer world class channels to de-stress the employees and to motivate them. Entertaining events and parties are organized at regular intervals so that the employees are relieved and invigorated to take the challenges head-on. Domestic BPO companies have other recreational facilities such as gym, sports and activity room and cafes as well.

Motivation and acknowledgement

BPO employees work hard to meet deadlines and targets. You will find that motivation is a great booster when it comes to deliver high end results. In order to ensure that the team is motivated, team leaders and managers keep the morale of the employee high through encouraging words. Good and outstanding work is always recognized and rewarded in the form of perks, incentives, gift certificates etc. You will never feel the dearth of guidance and encouragement in this industry.



INTEXT QUESTIONS 1.2

I. Match the terms with the right definition:

1	Energetic setting	a	Round the clock working
2	24x7 work environment	b	Channels to de-stress
3	Perfect merger	c	Booster to achieve great results
4	Motivation	d	Vibrant environment
5	Rejuvenation Channels	e	Blend of professionalism and friendliness



Notes

1.4 TYPES OF DOMESTIC BPO COMPANIES

The basic reason for outsourcing routine jobs in big organisations is to save money on salaries, infrastructure and specialization. There are two basic functions that any BPO company performs –

Inbound (Taking incoming calls)

Incoming calls means calls made by the customer to the call centre agent which is customer service. Just to give an example, a person banking with HDFC bank would call you to know the balance in his account or a customer may call up the customer service to know whether his bank charges have been reversed, this gives the customers a sense of freedom as they can get in touch with their respective service provider any time anywhere.

Outbound (Making outgoing calls)

Outgoing calls focus on selling a product or service. In this type of calling, you will call customers at random from the database and the BPO executive will sell a product or service to the customer. If a bank has come out with new products, you can call up the existing customers of the bank and try to promote the new service. This process is called cross selling.

Types of BPO companies can also be classified in two major categories –

Domestic BPO companies

Domestic BPO companies handle sales and customer service only for Indian companies.

Some key Domestic BPO companies in India

- ICICI Bank
- SBI
- Fabfurnish
- Amazon India
- Flipkart

International BPO Companies

International BPO companies handle sales and customer service for foreign clients.

Some key International BPO companies in India

- American Express
- Genpact
- Wipro



Notes

- TechMahindra
- HCL
- TCS

Both Domestic and International BPO companies can be classified into two major categories:

Captive BPO and Third Party BPO

Captive BPO - In the case of a Captive BPO, the parent company will set up a dedicated call centre for servicing its own clients. The objective of setting up a captive BPO is to ensure that customers get excellent and quality service within the least possible time.

Third Party BPO

Under this, you have one BPO or one company handling many accounts or processes. To take an example, one BPO say XYZ, could handle 6 processes, of which 3 processes could be from U.K., 2 processes from U.S. and one process from Australia. These processes can again be either inbound or outbound or a combination of both. All third party BPO's are rated each year by NASSCOM on the basis of set parameters.



INTEXT QUESTIONS 1.3

- I. Choose the Correct Option:
1. Inbound BPO is where _____.
 - a. You make calls to the customers.
 - b. You receive calls from customers.
 - c. You chat with customers.
 - d. You are supposed to hold call.
 2. Outbound BPO is where _____.
 - a. You make calls to the customers.
 - b. You receive calls from customers.
 - c. You chat with customers.
 - d. You visit clients premises.
 3. Domestic BPO is _____.
 - a. Business for International Companies.
 - b. Business for Local Companies.
-

- c. Business for interrelated collaborations.
 - d. Business for small scale industries.
4. International BPO is _____.
- a. Business for International Companies.
 - b. Business for Local Companies.
 - c. Business for expanding companies.
5. Captive BPO is _____.
- a. The parent company will set up a call centre.
 - b. The parent company will not set up a call centre.
 - c. The parent company gets a franchisee.
 - d. The parent company hires local employees.



Notes

1.5 SKILLS REQUIRED TO WORK AT A DOMESTIC BPO

Before entering the BPO industry, you need to acquire the following skills:

1. Understanding the English language
2. Speaking a regional language
3. Confidence to be able to talk to any one
4. Flexibility with working in shifts
5. Communication Skills – Soft spoken
6. Adaptability
7. Working knowledge of computers

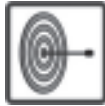
There are no specific educational qualifications required in order to work in a BPO as a customer service officer / operator; call centre adviser / representative or customer service representative. But some reputed industries demand basic IT skills.

If you think talking to customers is not possible for you, then BPO companies also offer two types of non-voice jobs:

1. **Data Entry:** This requires updating organisation databases on various details of customers and clients.
2. **Transaction Processing:** Answering customer queries and enquiries, and responding to complaints over the e-mail.



Notes



WHAT YOU HAVE LEARNT

In this lesson, you have understood about BPO industry. Now you are able to identify the individual's growth structure within a BPO. You have familiarised yourself with the work culture in a BPO. You have also learnt about the various types of domestic BPO companies like inbound (taking incoming calls), outbound (making outgoing calls) and international BPO companies.



TERMINAL EXERCISE

1. Case study

Rohan and Jatin are best friends and both of them have just completed their 10+2 and they are not keen on pursuing a regular bachelor's degree and are going through distance learning Bachelor's degree. Due to different schools and family background, the two of them are very different in their skills. On one hand we have Rohan who was not a bright student in school. However he has excellent communication skills and a dynamic personality. Because of his sociable nature and interest in music he is extremely busy over the weekends due to his music classes, friends this is part of a local band where he is the lead vocalist and it plays every Saturday in a local club.

On the other hand, Jatin has a timid personality and can hardly converse in English. On the flip side though, he is great at accounts and mathematics and is very meticulous, ambitious and focused. As recommended by one of their common friends, who is already working for a BPO, both have contacted a consultant who claims to get them a job at XYZ BPO, that hires for its contact centres and expert accounting services.

The consultant has lined up an interview for both of them. Please look at the below mentioned situation and share your response –

- a) The consultant has asked Rohan to agree to be flexible in order to work over the weekends and he has assured him that he will take care of this once he is selected for the interview. What should Rohan do? Should he inform the interviewer about his commitments over the weekend or should he say yes to everything, thinking will be taken care of once he joins.

- b. The consultant has asked Jatin to rehearse the answer to some of the key questions that can be asked in the interview as the only interviews lined up for the day are for voice processes (English). What should Jatin do? Should he go for the interview after rehearsing the lines or should he ask his consultant to look for something that is more suitable to his skill set also; which other skill sets do you think he can apply for?

2. Explain the key benefits of a domestic BPO.
3. List five different career opportunities one can have in BPO.
4. Describe the vertical growth process in the domestic BPO.
5. List out opportunities one has to grow horizontally in a BPO. Give details for your choices.
6. What do you understand by the term – Rejuvenation channels?
7. What are the key components needed to set up a successful BPO industry?
8. Define the terms given below:–
 - a) Inbound
 - b) Outbound
 - c) Domestic BPO
 - d) International
 - e) Captive units
 - f) Third party BPO



Notes



ANSWERS TO INTEXT QUESTIONS

1.1

1. b. Business Process Outsourcing
2. c. economy, booming



Notes

3. c. product training, process training, soft skills, voice and accent
4. b. generating new business for the company
5. c. managing the funds of the company
6. b. responsible for the performance of his team
7. b. responsible for the performance of one process

1.2

1. d.
2. a.
3. e.
4. c.
5. b.

1.3

1. b. You receive calls from customers.
 2. a. You make calls to the customers.
 3. b. Business for Local Companies.
 4. a. Business for International Companies.
 5. a. The parent company will set up a call centre.
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Notes

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BASIC COMMUNICATION AT THE WORKPLACE

In order to effectively function and work in a BPO, you must possess effective communication skills as most of your work will be dependent on the way you communicate with your customers, peers and colleagues. Effective communication is the key to success in not only the BPO but any industry for that matter.

This lesson will enable you to understand the various facets of communication starting from the various types of communication, soft skills and voice modulation. We will try and explore each aspect briefly to give you a fair idea of using your communication skills effectively.



OBJECTIVES

After reading this lesson you will be able to:

- use greeting styles;
- explain soft skills as well as hard skills;
- modulate your voice according to the requirement.

2.1 INTRODUCTION TO COMMUNICATION

Have you ever felt that whatever you wanted to tell someone is not communicated properly? If so, it is because of inefficient communication skills. Apart from the basic



Notes

necessities, you need to be equipped with habits for good communication skills, as this is what will make you a happy and successful social being. This lesson enables you to get a detailed picture of the need and importance of developing communication skills and feel confident and empowered to face any type of situation in life.

Communication is a process where one sets out to convey a message to another person through the medium of words, gestures or pictures. The purpose of conveying the message is fulfilled only when the person receiving it has understood the message fully.

Working on your language would bring you closer to achieving effective communication. The term represents a process whereby, what is said by the sender is received by the other person, understood properly and given an appropriate response to.



As you can understand, speaking the language correctly will not be the only requirement for this process. You would have to listen carefully as well.

All the conversations that we have in our lives are essentially based on these two factors:

- Sending the messaging in a simple and coherent manner
- Receiving, understanding and responding to it in an appropriate manner

The process seems simple enough, and yet communication breaks down so many times because people are unable to follow it correctly.

There are various reasons for the communication to break down. But, most of it can be attributed to distractions and lack of knowledge. The distractions can be in the form of background noise, work pressure, fatigue, personal reasons, faulty equipment, inactive listening and lack of knowledge can be in the form of being unaware of the accent of the speaker, poor technical knowledge, limited vocabulary.

These obstacles in effective communication can be removed through, concentrating, listening more carefully, probing, to better understand the issue, compartmentalising things, taking regular breaks and sleeping well, getting better equipment, practising grammar and pronunciation, familiarizing yourself with the accent, paying attention during training.

2.2 TYPES OF COMMUNICATION

Communication takes place by exchanging your views to describe your ideas and experiences. Language, in the form of spoken words and sentences, is commonly used for sharing our experiences with others. However, we can also use language in the written form along with other symbols like pictures, colours, signs, sounds and writings to communicate. Communication can also happen through facial

expressions, movements, clothing and so on. Thus communication using spoken English is called verbal communication & communication through other forms such as emails, letters and body language is called non-verbal communication.

We will now explore this further

a) Verbal Communication

We use verbal communication for most purposes; some key forms of verbal communication are our day to day conversations, telephone talk, interviews, presentations, group discussions, and meetings.

Oral Communication - Oral Communication is more natural and is usually used for responding to a comment / statement. In natural and informal situations, we speak readily without hesitation in order to communicate with others; but in a formal and official situation, many people feel nervous and cannot speak easily. It needs training, practice and skill to speak effectively in a formal situation.

Oral communication occurs in everyday situations . We need to have oral communication in all our daily chores.

b) Non Verbal Communication

Written Communication: Written communication is used for many purposes. Many types of documents are required for official work. All the written documents have a format and layout which is fixed by the company or the customer. Written communication happens in the form of email, memos, circulars, minutes of meeting etc.

Body language – It is believed that sometimes our body talks more than our words and hence it is integral for us to focus on our body language. We consciously may convey a lot by using our facial expressions, gestures, eye contact, clothing and posture, etc.

2.3 INTRODUCTION AND GREETING

Let us learn ways of Introduction and Greeting.

Greeting is something polite or friendly that you say or do when you meet someone.

Some examples are

- Hello,/ Hi, ...
- Good morning/ afternoon/ evening.
- Good/ nice to see you again.
- I'm glad/ happy/ pleased to see you.
- How are you? - Fine, thanks.
- How have you been? - Very well.
- How are things? - Not too bad, thanks.



Notes



Notes

In a BPO whilst talking to the customer you might have to follow a scripted greeting, such as – Hi, thank you for calling XYZ(Company Name), my name is Anupama, how can I help you?

Introduction: Post the greeting; you must introduce yourself in a formal setting. There are a few things to be kept in mind, especially when appearing for an interview.

1. **Name and Location:** I am XYZ (name) and I am from (name of city), the city of (describe your city in a word or two). I relocated to Mumbai (place where you completed your studies) for my studies and looking forward to joining ABC BPO as fresher customer service executive (mention the position you applied for).
2. **Educational qualification:** I am an undergraduate in the second year of B.Com. I have completed HSC from PQR School with 80% from CBSE.
3. **Work Experience:** Mention work experience, if any but if you are a fresher, you can skip this part.
4. **Family:** Few lines about your family (keep it short): I am the eldest son to my parents. My father is a self-employed and my mother is a home maker.
5. **Personality traits:** Positive approach, politeness at handling even the adverse situations will be an advantage for this job. I am a quick learner willing to get exposed to new challenges.
6. **Hobbies:** I am an enthusiastic football fan. Apart from this, I find gaming, music, and debates interesting. I hope I portrayed myself well. Thank you.
 - a. **Things** to be kept in mind while greeting someone and introducing yourself-
 - Greet people politely with a smile and maintain eye contact.
 - Stay relaxed and answer the questions with confidence, but never jump on answering if you do not understand the question.
 - b. Mention if you are unsure of anything that has been asked.
 - c. Speak with clarity and select your words wisely.
 - Never use negative sentences or words such as “ I do not like indoor games”. Instead go for – “I prefer outdoor games more”.
 - Be fluent and take good care of grammar and pronunciation.
 - In a BPO, your communication skills and display of courtesy matters a lot so maintain a humble tone throughout. Stay positive and answer the questions in a professional yet enthusiastic tone.
 - Body language portrays more about you than what you speak. Sit upright; maintain eye contact, lean forward for emphasis but never backward. Do not look down.

2.4 SOFT SKILLS

First of all let us understand the term Soft Skills.

Soft skills are usually the 'HOW' of executing your job, so technically you may know what needs to be done or what you need to say, however how you do it is depicted in the soft skills. These are the skills which characterise your relationship and behaviour with other people and your approach towards life and work, which is why these are also known as: 'people skills', 'interpersonal skills'.

'Hard skills', on the contrary, is a phrase usually used to describe job-specific skills. Professional skills like IT skills, accountancy, medical expertise or other skills that can be taught and are tangible and can be easily assessed.

Ironically, for many people, soft skills become the hardest skills to develop as they are very subjective in nature.

The Relative Importance of Hard and Soft Skills

Job-related expertise is vital in any profession. However, over the last twenty to thirty years, understanding has grown that the soft skills may ultimately be more important in determining levels of success.

Hard skills are the basic minimum necessary in order to operate in a particular job. However, success in your career may depend on how you relate to other people and to work.

Let us take an example.

Imagine you are a company producing something, Let us say cars. You come up with a revolutionary new technology. Your cars are suddenly much better than others and your profits go up.

But, after a while, your competitors get hold of the technology or they develop alternatives. Suddenly, all the cars are same again and your profits are suffering. You still need the new technology, but you also need a new competitive edge.

Hard skills are like your technology: anyone can acquire them, with training, and they are necessary. Without them you will not be able to operate in the workplace. Soft skills are your unique selling point and give you a competitive edge in the workplace, and perhaps even in your personal life.

Let us now take a look at the most important Soft skills.

It's hard to judge which of the soft skills are most important, but this list is broadly what employers mean when they talk about good soft skills and the skills which are most likely to enable you to build constructive working relationships with others, or to be a constructive and helpful employee.



Notes



Notes

1. Communication Skills

Communication skills are always at the top of the ‘essential skills’ list in any job advertisement. People with strong communication skills can build relationships, listen well, and vary their communication to suit the situations and to enhance the outcome. Communication skill also enables to form new client relationships in an official environment, communicate ideas, and conduct reviews and increase business as well as revenue for companies.

2. Decision making

If you want to succeed it is important to have the ability to make quick and correct decisions. Sometimes the actual plan does not even matter; what matters is the decision you have made considering the situation.

3. Self-Motivation

If new are self-motivated you move ahead by yourselves. You do not need close supervision or constant push, you are good to work with because you are generally positive about life and look for opportunities in situations. It also helps in developing your personal resilience and adaptability to change.

4. Leadership Skills

Display of leadership skill does not necessarily depend on a designation, leadership can be displayed in your day to day interaction with your colleagues or peers, someone who can influence and guide people in the right direction displays effective leadership skills.

5. Team-Working Skills

If you are a team player, you need to have good communication skills, particularly good listening skills, together with an ability to build rapport with others. A good team player does not think about his/her victories and failure, for him/her it’s the team’s performance that matters.

6. Creativity and Problem Solving Skills

Creativity and problem-solving skills are highly valued because they are hard to develop. There are many people who believe that creative thinkers are born, not made, and there are certainly some people who find these skills much easier. But, like other skills, you can develop them if you wish.

7. Time Management and ability to work under pressure

Many would say that these two skills, which often go hand-in-hand, are more an attitude than a skill. However, they can also be developed and honed. Highly valued by employers, they are also very useful for organising a family or a team, and for making sure that the job gets done.

The list of soft skills is not exhaustive and any aspect related to human behaviour and relationship can be considered as a soft skill which when developed can create better association and camaraderie between people leading to overall improved relationships which in turn improve the quality of work.



INTEXT QUESTIONS 2.1

I. Match the following

1.	Influencing and guiding people	a	Time management
2.	Using creativity to solve problems	b	Leadership skills
3.	Listening skills to increase rapport	c	Decision making
4.	Being able to make quick and correct decisions	d	Communication skills
5.	Managing time effectively	e	Team working skills

2.5 FLUENCY AND FIRST LANGUAGE INFLUENCE

We have covered soft skills; we need to find out the importance of fluency and the impact of First Language Influence.

English is not a simple language. The letters do not always represent the same sound. For instance,

- The **letter 'c'** in the word **cut** gives us the **'k' sound**
- The **letter 'c'** in the word **certain** gives us the **'s' sound**

That is why it is said that **English is not a phonetic language**. There is no one to one relationship between spelling and sounds unlike Hindi which is a phonetic language. The same letter may represent different sounds while different letters may represent the same sound. Some words have the same spelling but differ in pronunciation, for instance,

- **Read** [Present tense, rhymes with 'reed']
- **Read** [Past tense, rhymes with 'red']

Therefore, you cannot rely on the spelling of the word alone to understand the pronunciation of the word. Speaking correctly and fluently would make one sound, better, crisper, clearer, confident and more professional.

To achieve this, you must focus on the following areas –

- Pronunciation
- Grammar
- Modulation
- Rate of Speech
- Pause Management

You do not have to copy any accent. Instead, the effort would be to work towards speaking a language that can be easily understood by everyone across the globe,



Notes



Notes

adopting any one particular accent would render you incomprehensible to the people who follow the other accents.

Therefore, your aim should be to ensure that you move from one stage of the speaking English i.e. with FLI (first language influence) to the other.

What are these two stages?

- **First Language Influence (FLI)** – The speaker applies the rhythm, syntax and phonemes of his native tongue, and therefore may not be very clear to the listener.
- **Global English** – The speaker is comprehensible to everyone, regardless of the accent, and is nice to listen to.

FLI could be of two types:

- **Mother tongue influence** – Is the influence of one’s first language [or native tongue] on the other languages that you acquires later. For instance, people from a certain region in the country who swap the ‘sh’ and ‘s’ sounds in words [sugar, sure] would be a result of the mother tongue influence.
- **Regional Influence** – Is the influence of the region on one’s language. This happens when someone from region A moves to region B and adopts the language speaking style of the latter region. For instance, if I were to move to US today, and a few of the sounds changed in a few months, or I started using slang or vocabulary indigenous to the USA, then my language would have been influenced by the region.

Reducing FLI or first language influence can be achieved through,

- Neutralizing the influence of the mother tongue and the regional influence, on the language.
- Speaking in a manner that can be understood by everyone across the globe.

While one tries to become more proficient at speaking correctly, it would be advisable to keep in mind that,

- Correcting your language is a process and not an overnight activity.

Hence, if the progress shown initially is minimal, you should not get frustrated. Instead, **you should remain patient** and keep at it, because as the adage goes, “**practice makes perfect**”.



Notes

2.6 VOICE MODULATION

Moving on from fluency we will learn the significance of voice modulation.

Let us understand the concept of voice modulation.

The way we change the manner in which we speak and our volume according to the situation that we are in, is called modulation. We modulate on the basis of,

- Who we are talking to
- The context of the conversation (what meaning we are trying to imply)
- The words that we are using
- The emotion that we want to convey

Usually, the following factors help you to modulate his or her voice:

- Volume
- Pitch [The first and the second points help in applying stress]
- Tone
- Pause management
- Rate of speech

Need to modulate

Modulation is important because,

- It lends weight to what you are saying
- Makes it more real
- One doesn't sound robotic
- Makes you sound less monotonous and more human

Process of Modulation

One of the most important things to do in order to modulate effectively is to use stress in the sentence. We do not stress each and every word in a sentence because it would seem like we are shouting. We choose the words that we want to emphasize based on,

- The meaning we want to convey
- The emotion we want to convey

There two types of words that you must keep in mind while modulating

- **Content Words:** words that carry the main content or meaning in a sentence. These are the words that we emphasize usually when we modulate. These *words consist of nouns, pronouns, main verbs, adjectives, adverbs.*



Notes

- **Function Words:** words that do not really carry the main content or meaning in a sentence. They are in the sentence to make it grammatically correct. Their exclusion would make the sentence grammatically incorrect, but may not necessarily affect the meaning. These *words consist of articles, prepositions, conjunctions.*



INTEXT QUESTIONS 2.2

- I. Fill in the blanks from the options given below:
- FLI is a short form of _____.
 - mother tongue influence
 - regional influence
 - first language influence
 - foreign language influence
 - English is a _____ language.
 - phonetic
 - non-phonetic
 - artistic
 - phonemic
 - _____ is influence of the region on one's language.
 - father tongue influence
 - regional influence
 - first language influence
 - mother tongue influence
 - Correcting your language is a _____ and not an overnight activity.
 - instant
 - process
 - overnight
 - long
 - _____ influence of one's first language [or native tongue] on the other languages that one acquires later.
 - first language
 - regional
 - mother tongue
 - environmental
-



WHAT YOU HAVE LEARNT

In this lesson you have understood the meaning as well as the importance of communication. You are aware of the various types of communication i.e., verbal communication and non-verbal communication. You are also familiar with the term soft skills and the difference between soft and hard skills. You have learnt the ways to modulate your voice.



TERMINAL EXERCISE

1. Explain communication and its process.
2. Give details about the importance of voice - modulation.
3. Describe soft skills in detail.
4. List out the most important soft skills and their key attributes.
5. Write short notes on
 - a. mother tongue influence
 - b. self- motivation
 - c. team working skills
 - d. body language



ANSWERS TO INTEXT QUESTIONS

2.1

- I. 1. b
2. e
3. d
4. c
5. a

2.2

- I. i. c. first language influence
- ii. b. non-phonetic
- iii. b. regional influence
- iv. b. process
- v. c. mother tongue



Notes



Notes

3

ADVANCED COMMUNICATION AT THE WORKPLACE

In the previous lesson you have learnt about the basic communication skills at the workplace. Since communication skills are the most crucial part of the BPO industry we will make you aware of the steps of taking your communication to the next level.

This lesson will enable you to understand the advanced aspects of communication ranging from consonant sounds which help you gain clarity while speaking. You will also get acquainted with vowel sounds and the various types of stress while speaking a word as well as a sentence. You will learn about listening and the barriers to listening. This will enable you to speak fluently. We will try and explore each aspect briefly to give you a fair idea of using your communication skills effectively.



OBJECTIVES

After reading this lesson, you will be able to :

- identify consonant and vowel sounds;
- explain syllable and syllable stress;
- describe listening and types of listening;
- explain telephone etiquette as well as group discussion.

3.1 CONSONANT SOUNDS AND VOWEL SOUNDS, WORD STRESS

Let us discuss how using the consonant sounds and vowels sounds and word stress, accurately, helps us to improve fluency and voice modulation.



Notes

As mentioned in the previous lesson, English is not a phonetic language, which in simple terms means that a word spelled in a particular way, may not be pronounced that way.

Or, to make it even more simple, the same letter can be enunciated in multiple ways, while different letters may be enunciated in the same way.

For instance,

- The letter ‘s’ in ‘sugar’, the letters ‘ss’ in ‘pressure’, the letters ‘ti’ in ‘station’ and the letters ‘ch’ in ‘chef’, all produce the ‘sh’ sound
- The letter ‘a’ in the words ‘woman’, ‘ant’ and ‘nation’ produces different sounds

We will now explore the consonant sounds, vowel sounds and word stress patterns.

In order to learn the consonants and vowel sounds it is important that you get introduced to the IPA chart (International Phonetic Alphabet), the sound of each symbol is given against it.

IPA Chart



Fig. 3.1 : IPA Chart

a. Consonant Sounds

Consonant Sounds are sounds that are produced when there is a *partial or complete interruption of the flow of air by one of the speech organs* [also called articulators. e.g. tongue, teeth, lips, hard palate, alveolar ridge, soft palate, uvula, velum, larynx].



Notes

Characteristics of Consonant Sounds

- These sounds are typically short and abrupt when used in speech
- These sounds are relatively sharper as compared to other sounds

p	b	t	d	tʃ	dʒ	k	g
f	v	θ	ð	s	z	ʃ	ʒ
m	n	ŋ	h	l	r	w	j

Now look at the first two rows of the consonant sound grid, the consonant sounds have been put in pair e.g. P&B, T&D. The first sound in each pair is aspirated or voice less which means more gush of air whilst pronouncing the sound example – P,B,T, K and the second letter in the pair is voiced or non-aspirated (without air) which means it will be more crisp and clear and the gush of air will be less.

b. Vowel Sounds

Vowel sounds are sounds that are produced when there is no interruption in the flow of air by the speech organs. They do, however, give it a shape when being exhaled.

The need for vowel sounds

You need to study vowel sounds because **you may be unfamiliar with some of the sounds** and end up enunciating them incorrectly. This would lead to the word being mispronounced and would then impact one’s speech.

Also, there may be times when the sounds in the English language may be similar to some of the sounds in one’s native language. Since, one is more familiar with the native tongue; one may use those sounds while speaking English.

- For instance, swapping the ‘long i:’ and ‘short j ‘sounds and pronouncing the word ‘sleep’ as ‘slip’.

Long and short vowel sounds

i:	ɪ	ʊ	u:
e	ə	ɜ:	ɔ:
æ	ʌ	ɑ:	ɒ

Diphthongs

ɪə	eɪ	
ʊə	ɔɪ	əʊ
eə	aɪ	aʊ



Notes

Long vowels and Short vowels

IPA Symbol	Example
ɪ	<u>T</u> ip
ɛ	P <u>e</u> t
æ	<u>A</u> nt
ʌ	<u>C</u> up
ʌŋ	<u>H</u> onk
ʊ	<u>P</u> ull
	<u>A</u> go

IPA Symbol	Example
i:	C <u>h</u> ee <u>s</u> e
a:	<u>S</u> tar
ɔ:	<u>F</u> or <u>c</u> e
u:	Plat <u>o</u> on
ɜ:	Sh <u>i</u> rt

Diphthongs

IPA Symbol	Example
eɪ	<u>P</u> ai <u>n</u>
aɪ	<u>B</u> uy
ɔɪ	<u>S</u> oi <u>l</u>
	<u>S</u> to <u>n</u> e
	<u>S</u> co <u>w</u> l
ɪ	<u>B</u> ee <u>r</u>
ɛ	<u>S</u> ta <u>r</u> e
	<u>T</u> ou <u>r</u>

Word Stress Rules

There are two very simple rules about word stress:

1. One word has only one stress.
2. We can only stress vowels, not consonants.

Syllables & Syllabic Stress

What is a syllable?

Every word is either made up of a part or is a sum of parts. If these parts are not pronounced properly or the sounds in the parts are not enunciated correctly, then the meaning that the word is trying to convey would not be transferred properly to the listener.



Notes

These parts are called syllables. A syllable therefore,

- Is a unit of pronunciation that is made up of one or more than one sound.
 - e.g. Ago: A-go [First syllable has one sound, the second syllable has two sounds]
- Can only have one vowel sound. It may have one or more than one consonant sound.
 - e.g. About: A – bout [First syllable only has a vowel sound, the second syllable has a vowel sound and two consonant sounds]
- Every word has at least one syllable. **E.g. Cat**

How to count the number of syllables in a word?

- Count the number of vowel sounds in a word. The number of vowel sounds will be equal to the number of syllables.
 - e.g. Cataract: Cat-a-ract [three vowel sounds and hence, three syllables]
- Jaw Drop Method: the jaw moves with each syllable that needs to be enunciated as it encounters a vowel sound. To enunciate the next consonant sound it needs to then move back to its original position.

Note: Syllables are always counted from left to right, as you read the word on the page.

Syllabic Stress

How does one make out if the syllable is stressed?

The effects of stress can be very easily made out in speech. A stressed syllable would generally have the following features:

- **Pitch:** The stressed syllable would have a different pitch. It is usually higher in pitch than all the other syllables in a word.
- **Length:** A stressed syllable is slightly longer in length as compared to the other syllables in the word.
- **Loudness:** A stressed syllable is louder than the other syllable in the word.
- This means that the speaker’s volume increases fractionally when s/he is enunciating the stressed syllable.

Need for Syllabic Stress

It is important for the following reasons:

- Correct pronunciation.
 - Clarity of speech.
 - Correct meaning [the word ‘present’ can be used as a noun and as a verb, and
-

the only difference in speech is apparent through the change in syllabic stress]

- Maintaining the rhythm and music of the language.
- Listener's perception.

Patterns of Syllabic Stress

Penultimate stress

When a word ends with **-ic, -sive, -sion, cian or -tion**, the maximum or primary stress is usually on the **second last syllable**.

- Democratic, economic
- Compre**h**ensive, appreh**en**sive
- Dec**is**ion, inc**is**ion
- Mus**ic**ian, mathem**at**ician
- **Att**ention, det**en**tion

- Ante Penultimate

When a word ends with, **-ity, -phy, -cy, -gy, -me.ter/me.tre, -ical, -ular, -try/tory, my**, the maximum or primary stress is usually on the **third last syllable**.

- Facility, cap**ab**ility
- **Ge**ography, choreo**gr**aphy
- Dem**oc**racy, **de**gency
- Biology, physio**l**ogy
- Kilomet**r**e, thermo**m**eter
- **Te**chnical, phys**ic**al
- Mole**cu**lar, perpen**dic**ular
- **Ge**ometry, **de**ntistry
- Economy, poly**g**amy
- In a **Bi-syllabic noun**, the maximum or primary stress is usually on the **first syllable**
 - **B**ottle
 - **T**able
 - **C**ycle
 - **W**icket
 - **M**erger
 - **F**inger



Notes



Notes

However, there are exceptions to the above rule. There are times when the maximum or primary stress shifts to the **second syllable in disyllabic nouns**

- **Cartoon**
- **Thirteen**
- **Stampede**
- **Canoe**
- In a **two syllabic verb**, the maximum or primary stress is usually on the second syllable.
 - **Debate**
 - **Review**
 - **Reduce**
 - **Install**
 - **Infer**
 - **Address**

However, there are **exceptions** to the above rule. There are times when the maximum or primary stress shifts to the first syllable in two syllabic verbs.

- **Edit**
 - **Cancel**
 - **Murder**
 - **Budget**
 - **Contrastive stress** – There are a lot of disyllabic words that are spelt the same way but pronounced differently as a noun and as a verb. As a noun, the maximum or primary stress is on the first syllable and as a verb, it is on the second syllable.
 - **Accent:** The manager's **accent** **accented** the speech.
 - **Addict:** He is a play station **addict**; he got **addicted** a year ago.
 - **Conduct:** You have to **conduct** yourself in accordance with the company's code of **conduct**.
 - **Conflict:** The schedules should not **conflict** with each other; they might lead to a **conflict** between the departments.
 - **Content:** I am not **content** [**adjective**] with this document as it does not have enough **content**.
 - **Contest:** We have to **contest** the decision taken by the **contest** organisers
-

- **Contract:** We seem to have **contracted** a disease which is not covered in the medical **contract**.
- **Convert:** I am not an android **convert**; you cannot **convert** me from being an I-phone lover.



Notes



INTEXT QUESTIONS 3.1

1. Choose the correct option:

- (i) A smallest part of a word is called a _____.
 - a. word
 - b. letter
 - c. syllable
 - d. alphabet
- (ii) A syllable can have only _____.
 - a. two vowels
 - b. one vowel
 - c. no vowels
 - d. no consonants
- (iii) Syllables are always counted from _____ as you read the word on the page.
 - a. right to left
 - b. left to right
 - c. down to up
 - d. up to down
- (iv) In a bi-syllabic noun, the maximum or primary stress is usually on the _____.
 - a. first syllable
 - b. second syllable
 - c. third syllable
 - d. whole word
- (v) In _____, the word is stressed differently as a noun and a verb.
 - a. penultimate stress
 - b. ante- penultimate stress
 - c. contrastive stress
 - d. stative stress



Notes

3.2 LISTENING

You will learn about listening, its various types and some key barriers.

We listen every day, in fact every moment of the day. The first language that we acquire is purely by listening that is why children who are deaf take longer to grasp a language than others. Listening is the art of interpreting and analysing what you hear and respond accordingly. It is the most critical part of the communication chain.

Listening is not the same as hearing. Hearing refers to the sounds that you hear, whereas listening requires more than that it requires focus. Listening means paying attention not only to the story, but how it is told, the use of language and voice, and how the other person uses his or her body.

The Principles of Listening

A good listener will listen not only to what is being said, but also to what is left unsaid or only partially said. Effective listening involves observing body language and noticing inconsistencies between verbal and non-verbal messages.

For example, if someone tells you that they are happy with their life but through gritted teeth or with tears filling their eyes, you should consider that the verbal and non-verbal messages are in conflict, they maybe do not mean what they say.

In order to listen effectively one must -

1. Stop Talking

“If we were supposed to talk more than we listen, we would have two tongues and one ear.” Mark Twain.

Don't talk, listen. When somebody else is talking listen to what they are saying, do not interrupt, talk over them or finish their sentences for them. Stop, just listen. Prepare Yourself to Listen. Focus on the speaker. Put other things out of mind.

2. Put the Speaker at Ease

Remember their needs and concerns. Nod or use other gestures or words to encourage them to continue. Maintain eye contact but don't stare – show you are listening and understanding what is being said.

3. Remove Distractions

Don't doodle, shuffle papers, look out of the window, pick your fingernails or similar. Avoid unnecessary interruptions. These behaviours disrupt the listening process and send messages to the speaker that you are bored or distracted.



Notes

4. Empathise

Look at issues from their perspective. Let go of preconceived ideas. By keeping an open mind we can more fully empathise with the speaker. If the speaker says something that you disagree with then wait and construct an argument to counter what is said but keep an open mind to the views and opinions of others.

5. Be Patient

Be patient and let the speaker continue in their own time, sometimes it takes time to formulate what to say and how to say it. Never interrupt or finish a sentence for someone.

6. Avoid Personal Prejudice

Don't become irritated and do not let the person's habits or mannerisms distract you from what the speaker is really saying. Everybody has a different way of speaking - some people are for example more nervous or shy than others, some have regional accents or make excessive arm movements, some people like to pace whilst talking - others like to sit still.

7. Listen to the Tone

A good speaker will use both volume and tone to their advantage to keep an audience attentive; everybody will use pitch, tone and volume of voice in certain situations – let these help you to understand the emphasis of what is being said.

8. Listen for Ideas – Not Just Words

Maybe one of the most difficult aspects of listening is the ability to link together pieces of information to reveal the ideas of others. With proper concentration, letting go of distractions, and focus this becomes easier.

9. Wait and Watch for Non-Verbal Communication

Gestures, facial expressions, and eye-movements can all be important. We do not just listen with our ears but also with our eyes – watch and pick up the additional information being transmitted via non-verbal communication.

3.2.1 Types of Listening

Let us now look at some types of listening -

1. Discriminative listening

Discriminative listening is the most basic type of listening, whereby the difference between different sounds is identified. If you cannot hear differences, then you cannot make sense of the meaning that is expressed by such differences.

2. Comprehension listening

The next step beyond discriminating between different sound and sights is to make sense of them. To comprehend the meaning requires first having a lexicon



Notes

of words at our fingertips and also all rules of grammar and syntax by which we can understand what others are saying.

3. Critical listening

Critical listening is listening in order to evaluate and judge, forming opinion about what is being said. Judgment includes assessing strengths and weaknesses, agreement and approval.

4. Selective listening

Selective listening happens when the person hears only what they want to hear, typically misinterpreting what the other person says, based on the stereotypes and other biases that they have. Such biased listening is often very evaluative in nature.

5. Active listening – it is the best form of listening where full attention is given to what the other person is saying, this can be displayed by asking questions or paraphrasing.

Let us now look at some key barriers to Listening

- Trying to listen to more than one conversation at a time, this includes having the television or radio on while attempting to listen to someone's speech; being on the phone to one person and talking to another person in the same room and also being distracted by some dominant noise in the immediate environment.
- You find the communicator attractive/unattractive and you pay more attention to how you feel about the communicator and their physical appearance than to what they are saying. Perhaps you simply do not like the speaker - you may mentally argue with the speaker and be fast to criticise, either verbally or in your head.
- You are not interested in the topic/issue being discussed and become bored.
- Not focusing and being easily distracted, fiddling with your hair, fingers, a pen etc. or gazing out of the window or focusing on objects other than the speaker.
- Feeling unwell or tired, hungry, thirsty or needing to use the toilet.
- Identifying rather than empathising.
- Sympathising rather than empathising - sympathy is not the same as empathy, you sympathise when you feel sorry for the experiences of another, to empathise is to put yourself in the position of the other person.
- You are prejudiced or biased by race, gender, age, religion, accent, and/or past experiences.
- You have preconceived ideas or bias - effective listening includes being open-minded to the ideas and opinions of others, this does not mean you have to agree but should listen and attempt to understand.
- You make judgements, thinking, for example that a person is not very bright or is under-qualified so there is no point listening to what they have to say.

- Previous experiences – we are all influenced by previous experiences in life. We respond to people based on personal appearances, how initial introductions or welcomes were received and/or previous interpersonal encounters.
- Preoccupation - when we have a lot on our minds we can fail to listen to what is being said as we are too busy concentrating on what we are thinking about. This is particularly true when we feel stressed or worried about issues.
- Having a closed mind.



Notes

3.3 TELEPHONE ETIQUETTE

You will now understand some basics of telephone etiquette. The word etiquette means 'manners' and the word 'telephone etiquette' involves 'manners' while talking on the phone.

Whether at work, at home, or on your mobile phone, here are 8 solid telephone etiquette tips everyone should be displaying at all times.

1. Always identify yourself at the beginning of all calls.
2. Be sensitive to the tone of your voice.
3. Think through exactly what you plan to say and discuss BEFORE you place a call.
4. Do not allow interruptions to occur during conversations.
5. Especially when leaving messages, speak clearly and slowly.
6. Build the habit of always turning off your cell phone ringer when entering a meeting, restaurant, theatre, training class.
7. Always speak into the telephone receiver with an even and low tone of voice.
8. Do not allow yourself to be distracted by other activities while speaking on the telephone,

3.4 GROUP DISCUSSION

Let us discuss some key elements needed to succeed in a group discussion. The word group discussion literally means discussion in a group. However a group discussion is a very powerful screening device to select candidates for a prospective assignment or job. Usually, a group discussion takes place between eight to ten candidates. All the candidates in the group can express themselves without hassles. Each of them is free to express himself/herself the way he/she pleases.

Constituents of a Group Discussion:

A group discussion consists of the following parameters:

- Display of communication skills through knowledge of ideas regarding the subject.
- Exhibiting leadership qualities.
- Positive and cooperative approach towards other candidates in the group.



Notes

- Addressing the group as a whole.
- Ability to stand up to physical and mental stresses and difficulties.

Important Guidelines for Candidates Preparing For Group Discussion:

- Always remember to keep the discussion on the mentioned subject on the track. Bring it back on track once it is off the track.
- Do not over indulge in irrelevant discussion obscuring critical issues.
- Be tactful to control the over-talkative member.
- Do not let one or two members to monopolise the discussion.
- With your knowledge and ability, it would be useful to make original observations that steer the group into discussing other angles to the topic.
- Be mature enough to handle criticism and provocation. Avoid personal arguments.
- Candidates lacking self-confidence tend to converse with other members instead of addressing the group directly. Avoid such sub grouping tendencies.
- It is very important to conclude each argument at the right time and in the right time and in the right manner.
- If you are not sure about the topic of discussion, do not initiate, lack of knowledge and a wrong approach creates a negative impression.
- Never interrupt another speaker when the session is on. Don't try to cut others short instead listen and speak when your time comes.
- Address the entire group in such a way that you create a favourable impression on everyone.
- Maintain a good rapport with fellow participants. Non-verbal gestures such as listening attentively or nodding while appreciating someone's viewpoint speak positively of you.
- Clarity in speech and expression is another essential trait for performing well in the group discussion.



INTEXT QUESTIONS 3.2

- I. Fill in the blanks
 - a. Do not allow yourself to be _____ by other activities while speaking on the telephone.
 - b. Do not allow _____ to occur during conversations.
-

- c. Think through exactly what you plan to say and discuss _____ you place a call.
- d. Always _____ yourself at the beginning of all calls.
- e. When leaving messages, speak _____ and _____.



Notes



WHAT YOU HAVE LEARNT

In this lesson you became familiar with the consonant as well as vowel sounds and able to enunciate properly. You also understand the phenomenon of syllabic stress and the segregation of syllable. You are aware of the difference between listening and hearing, and can avoid barriers of listening. You are now familiar with manners while speaking on the telephone and the process of group discussion.



TERMINAL EXERCISE

1. What are the different types of listening?
2. How can one become an effective listener?
3. Illustrate in detail the types of consonant sounds.
4. Differentiate between voiced and voiceless consonants.
5. Describe the different patterns of the syllabic stress?
6. What are some common barriers to listening? List any five.



ANSWERS TO INTEXT QUESTIONS

3.1

- I. (i) c
- (ii) b
- (iii) b
- (iv) b
- (v) c

3.2

- I. a. distracted
- b. interrupted
- c. before
- d. introduce
- e. clearly, slowly



Notes

4

GRAMMAR FOR COMMUNICATION

English has become a household name and is required for communication between friends, colleagues and at places. It has become synonymous with multinational companies. If you know English it can certainly take you places, you can get a great job instead of settling for an average one, with low salary.

It is not important for you to copy any accent. It is important, however, to speak clearly with a great diction so that anyone can understand what you are trying to say. This lesson will enable you to speak correctly (without making obvious errors).

Grammar is the backbone of English, and like the backbone it helps you to perform many functions. Grammar helps you to understand what's wrong with the language that you speak. It will help you to correct minor errors you make while speaking.



OBJECTIVES

After reading this lesson, you will be able to:

- list parts of speech;
- identify tenses;
- use articles.

4.1 IMPORTANCE OF GRAMMAR

Grammar is a study of the rules of a language. It forms the backbone of a language and it acts as cement that puts bricks of language together. In a nutshell, it provides you the structure you need, to organize in order to coherently put your thoughts

across. The knowledge of grammar enables you to speak correctly. It helps you to correct common errors that are made while speaking.

Grammatical errors can easily confuse meaning. Some of the most common errors in–

- sentence structure
- subject/verb agreement
- tenses
- other basic mechanics and parts of speech.

You must realise that something as simple as a misplaced preposition can completely change the meaning of a sentence. For example, “I will sit anywhere beside her” vs. “I will sit anywhere besides her!”

The effective usage of grammar is vital in every aspect of life whether it is your school, workplace, friends, family and employers. It is also equally important that we speak grammatically correct language at home where children learn their grammatical structures from us. This increases the need for improvisation as our future generation might learn incorrectly.

Usage of appropriate grammatical structures is essential for understanding English as a second language; this helps us in using it effectively. While correct grammar is very important for you to succeed in many areas of your life, it is not meant to create any gaps in the social world. It does not segregate, instead it opens doors by helping us understand and be understood more effectively. While correct grammar is an advantage in a job interview, it never causes segregation from the masses in casual conversation for you.

To conclude, just as some discipline is necessary in our day to day life, rules of grammar and structures are essential in our everyday life for creating effective communication.



INTEXT QUESTIONS 4.1

I. Fill in the blanks with words given in the box:

essential tenses, grammatical understanding,
sentence structure, rules sense, confuse meaning

- a. Grammatical errors can easily _____ and obscure _____.
- b. Grammar is a study of the _____ of a language that makes _____ of the words.
- c. Usage of appropriate _____ structures is essential for _____ English.
- d. Grammar rules and structures are _____ in our everyday life.
- e. Two of the most common errors are _____ and _____.



Notes



Notes

4.2 PARTS OF SPEECH- OVERVIEW

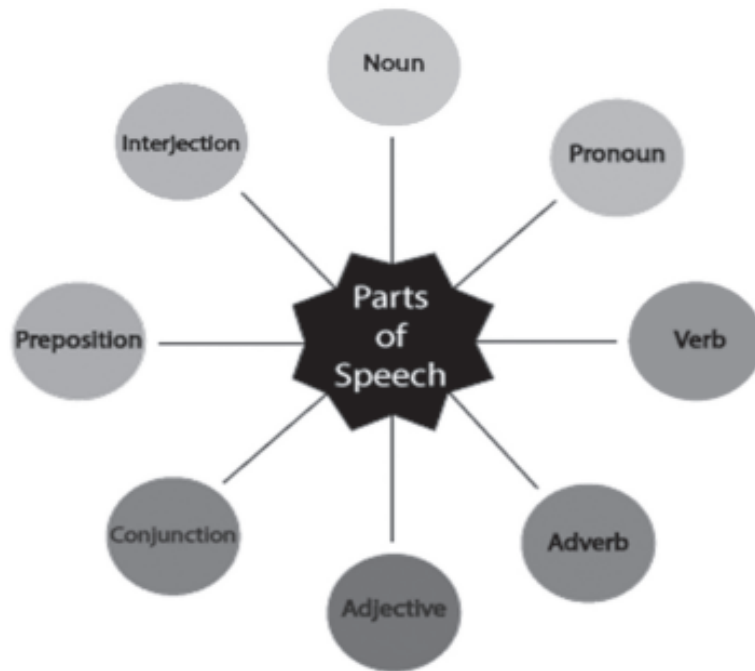


Fig. 4.1 : Parts of Speech

1. Noun

This part of a speech refers to words that are used to name, person, things, animals, places, ideas, or events. You come across nouns everywhere, in your day to day conversation.

Example: Delhi, chair, lion, Sita

2. Pronoun

A pronoun is a part of speech which functions as a replacement for a noun.

Example: I, it, he, she, mine, his, her, we, they, theirs, and ours.

3. Adjective

This part of speech is used to describe a noun or a pronoun. Adjectives can specify the quality, size, and number of nouns or pronouns.

Examples: Smart, intelligent, small, new

4. Verb

This is the most essential part of speech, for without a verb, a sentence would not exist. Simply put, this is a word that shows an action (physical or mental) or state of being of the subject in a sentence.

Examples: eat, like, walk, sleep, run



Notes

5. Adverb

Just like adjectives, adverbs are also used to describe words; they describe an adjective, verbs, and other adverbs.

Examples: slowly, fast, briskly

Very smart (Here very is an adverb modifying the adjective smart)

Walk **slowly** (here it modifies a verb)

Quite fast (here it modifies an adverb)

6. Preposition

This part of speech refers to words that specify place and time.

Examples – in, on, beside, at

7. Conjunction

Conjunction is a part of speech which links words, phrases, or clauses.

Examples – and, but, however

8. Interjection

This part of speech refers to words which express emotions. Since interjections are commonly used to convey strong emotions, they are usually followed by an exclamation mark.

Examples – Alas! Hurray! Oh!

4.2.1 PARTS OF SPEECH IN DETAIL

a) Noun

Let us begin with defining a noun.

You use the noun to identify a person, place, thing, event substance or quality.

Let us start with your name. Your name is classified as proper noun; the name of your place is also a proper noun. All the things that you use daily are common nouns like chairs, tables, pens etc.

Examples:

- I am married to **Amit** [person].
- **Lucknow** is a beautiful city [place].
- Looking at **ships** makes me nauseous [thing].



Notes

- **Gold** is a precious metal [substance].
- Your **competence** has not gone unnoticed [quality].

There are different kinds of nouns. Let's discuss briefly.

- **Proper Nouns** refer to the names of people and places.
 - **Sachin Tendulkar** is one of the greatest cricket players in the world.
 - **The Taj Mahal** is one of the seven wonders of the world.
 - The best engineers are in **Tata Consultancy Services**.
- **Common Nouns** refer to the names of things that belong to the same group.
 - The **buildings** were destroyed in the waves.
 - The main **points** on the **contract** have to be finalized.
 - The **assignments** will require a lot of hard work.
- **Abstract Nouns** refer to things that are not concrete or tangible.
 - **Honesty** is the best policy.
 - He displayed a lot of **courage** in saving the child's life.
 - I have never received such **affection** before.
- **Collective Nouns** represent a group of things or people.
 - The **team** has not performed really well this month.
 - The **committee** has decided to revoke the company's license.
 - We have not met the **jury** as yet.

Another classification of Nouns is Countable & Uncountable Nouns - The nouns that can be counted are called countable nouns and those that cannot be counted are called uncountable nouns. Countable nouns can have numerical values prefixed before them while units of measure are required to quantify uncountable nouns

- **Water** is quickly becoming a scarce resource. [Uncountable]
- There are a lot of **mouse pads** in this training bay. [Countable]
- There are so many **stars** in the sky. [Uncountable]
- The **papers** were strewn about on the table. [Countable]

One and Many - Singular / Plural: You are familiar with one thing and many things. Whenever Nouns denote a single person, place, thing, event, substance or quality are called singular nouns. **Note:** It is important for you to note that when these nouns are used in the present tense, the verb that is used along with them would always have an 's'.



Notes

- **Amrita** walks in the park during the week. (Singular)
- This **chair** is made of plastic. (Singular)
- **Pencils** are nowadays made of recyclable material. (Plural)
- Singular nouns can be changed into plural nouns by adding 's', 'es', 'ies' or 'ves'.
 - **Tree** → **Trees**
 - **Trench** → **Trenches**
 - **Baby** → **Babies**
 - **Life** → **Lives**
- There are a few singular nouns which have irregular plural forms.
 - **Man** → **Men**
 - **Louse** → **Lice**
 - **Woman** → **Women**
 - **Child** → **Children**

b) **Pronouns**

Whenever you use another word in the place of a noun it is called a pronoun. We cannot keep on repeating the name of the subject over and over again, it will sound very funny, and that's why we replace it with a pronoun.

Example

- **Anand** reached the milestone within the stipulated time-frame. **He** will now send his work for review to the higher management.

In the above sentence, the noun Anand is being replaced by the pronoun 'he'. Though there are many kinds of pronouns, we will discuss the more important ones that you will be using frequently.

Types of Pronouns

- **Personal Pronouns:** The pronouns that represent the three person forms are called personal pronouns.

Examples: I, we, you, he, she, it, they.

Of course, in terms of speaking,

- **I and we** – refer to the person[s] who is/are talking
- **You** – refers to the person being spoken to
- **He, she, it, they** – refer to the people being spoken about



Notes

- **Demonstrative Pronouns:** Pronouns that are used to specifically single out objects which they refer to are called demonstrative pronouns.

Example

- **This** analysis is very crucial to our domain. (near)
- **That building** is very old. (far)

- **Indefinite Pronouns:** are used to refer to indefinite number of people or objects

Example

- **Most** of the topics in the lesson plan have been covered.
- **All** the approvals are in place to change the systems.

Some of the indefinite pronouns in the language are:

- Something
- Anything
- Everything
- Everybody
- Someone
- **Interrogative Pronouns:** Pronouns used to ask questions such as ‘Who’, ‘What’, ‘Which’ are called interrogative pronouns.
 - **Who** is responsible for submitting this file?
 - **What** happened to the project report that you were working on?

c) Verbs

A verb is the most important component of a sentence. Verbs help you to talk about the action or the state of a noun or subject. You cannot create a sentence without a verb. It would be incomplete.

For example:

- **He ran** to the store. - Here the verb **ran** describes the action of the subject ‘he’
- She **is** a creative person. - Here, there is no action being done. Instead the main verb ‘**is**’ shows the state of the subject ‘she’ as being ‘creative’.

There are different types and classifications of verbs; some of the most important ones are listed below:

Action Verbs

These verbs talk about what the subject is doing in the sentence. Action verbs are one of the most easily identifiable types of verbs. To recognize them, you simply have to look for the word in the sentence that answers the question ‘**What is the subject doing?**’
example -

- Rose is **painting** the kitchen walls.

The subject here is Rose, and **what is Rose doing?** Rose is **painting**. Hence **painting** is our action verb.

- My dog is **sleeping** on the sofa.

The subject here is dog, and **what is the dog doing?** The dog is **sleeping**. So **sleeping** is our action verb.

Non-Continuous Verbs

Stative verbs are verbs that describe a state rather than an action. When describing states, they never take the continuous ('-ing') form. Here are some examples of stative verbs and instances of their correct and incorrect usage.

STATIVE VERB	CORRECT USAGE	INCORRECT USAGE
Like	I like you.	I am liking you.
Love	I love you.	I am loving you.
Hate	I hate you.	I am hating you
Appear	It appears to be cloudy.	It is appearing to be cloudy.
Believe	I believe in God.	I am believing in God.
Fit	This shoe fits me.	This shoe is fitting me.
Remember	I remember everything.	I am remembering everything.

Auxiliary/Helping Verbs

There are certain verbs that are used with other verbs in the following cases:

- To form tenses
- To form the sentence in the passive form
- To form questions
- To form negative sentences

These verbs are also called helping verbs, as they **'help'** the main verb to denote the actions of the subject. They help in making compound tenses of the main verb and also help in making negative statements, questions and passive voice statements.

Given below are the auxiliary verbs.

Be- verb is manifested as is,am,are (present) Was, were (past)	Do	Have
is, am, are	does	has, have
was, were	do	had
being, been	did	having



Notes



Notes
Modal Verbs

Modal verbs are a special category of verbs. They have two main characteristics:

There are 10 modal verbs in the English language:

- Can
- Could
- May
- Might
- Will
- Would
- Must
- Shall
- Should
- Ought to (rarely used now)
- These verbs do not take an 's'
Example: Bhaskar can finish the assignment today.
- The word '**not**' is used to **make the modal verbs negative in nature**.
Example: Bhaskar cannot finish the assignment today.

d) ADJECTIVES

If we did not have adjectives in grammar, language would be very boring. An adjective adds colour, size, quality, texture, and shape to any particular subject. You need to know where and how to use an adjective to give your language a flair. An adjective is a word that describes or qualifies a noun or a pronoun.

- This is a **wonderful** piece of work.
- He/She is very **patient**.
- Ramya is a **diligent** worker.

Types of Adjectives

- **Adjectives of Quality:** short, tall, ugly, stupid, intelligent, beautiful
 - **Adjectives of Quantity:** some, little, enough, any
 - **Adjectives of Number:** third, five, nine, fourth
 - **Demonstrative Adjectives:** this, that, these, those
 - **Interrogative Adjectives:** what, which, whose
 - **Possessive Adjectives:** my, our, your, his, her, their
-



Notes

- Adjectives have three forms. These are called **degrees of comparison**.

There is the base or positive form, the comparative form and the superlative form.

Example: Base form *-Tall*; Comparative – *Taller*; Superlative – *Tallest*

A few guidelines govern the way these forms should be constructed and we shall understand them in brief.

- Guideline 1:**

If the positive form of the adjective has just **one syllable**, the comparative and superlative forms are constructed by **adding ‘er’ and ‘est’**.

Positive	Comparative	Superlative
tall	taller	tallest
short	shorter	shortest

- Guideline 2:**

If the positive form of the adjective has **two syllables** and ends with a vowel sound, then the comparative and superlative forms would be constructed by **adding ‘ier’ and ‘iest’**.

Positive	Comparative	Superlative
happy	happier	happiest
skinny	skinnier	skinniest

- Guideline 3:**

If the positive form of the adjective has **two syllables** and ends with a consonant sound, then the comparative and superlative forms would be constructed by adding **‘more’ and ‘most’ before the words**.

Positive	Comparative	Superlative
stupid	more stupid	most stupid
honest	more honest	most honest

- Guideline 4:**

If the positive form of the adjective has **three or more than three syllables** [regardless of the sounds that it ends with], the comparative and superlative forms would be constructed by adding **‘more’ and ‘most’ before the words**.

Positive	Comparative	Superlative
intelligent	more intelligent	most intelligent
beautiful	more beautiful	most beautiful



Notes

4.3 TENSES

You can speak correct English, if you know grammar and can use tenses correctly. Tenses help you to tell the time of the action, possession or state of being. The verb in the sentence reflects the time. It is very important in the case of tenses to know how the verb changes to reflect the tense.

There are two types of verbs that exist in the three forms that we had discussed earlier.

They are called **regular** and **irregular verbs**. A few examples are given below.

- **Regular Verbs:**

- The verbs to which we add 'ed' to get the 2nd and 3rd forms are called regular verbs.

- **Irregular Verbs:**

- The verbs that do not require 'ed' to form the 2nd and 3rd forms are called irregular verbs.

PRESENT [1 st]	PAST [2 nd]	PARTICIPLE [3 rd]
Consult/Consults	Consulted	Consulted
Increase/Increases	Increased	Increased
Inquire/Inquires	Inquired	Inquired
Trade/Trades	Traded	Traded

Simple Present Tense

In this tense, the verb always has an 's' if the subject is in the third person. No helping verb is required in this tense.

Important: The verb used in this tense is always in the **first form**.

Usage: This tense is used when we are talking about one of the following things -

- A fact - The company **is** headed by Shyam. [Fact]
- A habit - We **finish** our projects on time. [Habit]
- When describing something - The presentation **has** vivid colours. [Description]
- When giving directions - **Reboot** the system first. [Direction. The subject 'you' is implied]
- Discussing a schedule - The meeting **begins** at 10 a.m. [Schedule]
- Narrating the story of a book or a movie - The book on Java **begins** with an interesting anecdote. [Narration]

Present Continuous

As the name suggests, the action is going on. One thing you need to remember is that the action does not necessarily have to happen in the forefront, can be happening

in the background example; I am completing my Graduation. In this tense, the main verb always has an 'ing'.

A helping verb (auxiliary verb) is always present, which is either singular or plural, depending on the subject.

Note: The verbs are always in the following form: **am/is/are + verb [ing]**

Usage: This tense is used in the following situations –

- When the event is happening at the time of speaking - I **am typing** right now.
- When something is in progress - We **are developing** a new software.
- When something is going to happen in the future that one is very sure of - Victor **is going** to Birmingham tomorrow.
- When one is describing the irritating habits of someone - They **are** always **arguing** amongst themselves.

Present Perfect

Whenever you use this tense, it is to suggest that you have just finished some action. This tense usually does not have the timeframe. You must always use the present perfect when the time of action is not important or not specified. In this tense, the helping verbs 'has/have' are always there in the sentence.

The main verb is always in the third form.

Note: The verbs are always in the following form: **has/have + verb [third form]**

Usage: This tense is used in the following situations–

- When something has just finished or gotten over - We **have** just **finished** the call.
- When something has been over for some time - Alex **has** already **worked** on this slide.
- When an event that started in the past is still going on - Barclays **has had** this contract for 5 years.
- When referring to an unfinished time [using words like so far, until now, this month etc. Example The team **has argued** endlessly on this today.

Simple Past

You may be confused with Present Perfect and Simple Past as in both there is one common factor that the action is complete. However, in **Simple Past**, the details about the time or place that the action occurred are given or requested. In this tense no helping verb is required.

Note: The verb is always in the **second form**.

Usage: This tense is used in the following situations–

- When referring to an event in the past - We **finished** the maintenance of the systems last week.



Notes



Notes

- When referring to a habit in the past - We **did** a lot of analysis as junior engineers.
- When referring to a habit that used to happen in the past but has stopped now - We **used to do** a lot of analysis when we were junior engineers.

Past Continuous

As you can see from the earlier example in Present Continuous, anything that has the word continuous means that the action is going on. The difference between Present Continuous and Past Continuous is that in the Present Continuous the helping verb is in the present tense and in the Past Continuous, the helping verb is in the past. In this tense, the main verb always has an 'ing'.

A helping verb is always present, which is either singular or plural depending on the subject.

Note: The verbs are always in the following form: **was/were + verb [ing]**.

Usage: This tense is used in the following situations–

- When referring to an event that was in progress in the past - The team **was trying** to understand the integration of the two programmes yesterday.
- When referring to more than one event taking place simultaneously in the past - While most of the employees **were taking** part in a fire drill, I **was busy supervising** it.

Past Perfect

It is very easy for you to identify a Past Perfect tense as the helping verb '**had**' is always there in the sentence with the main verb is always in the third form.

Important: The verbs are always in the following form: **had + verb [third form]**.

Usage: This tense is used in the following situations–

- When comparing two events - The retail outlet **had shut** by the time **we reached** the mall.
- When referring to a point in time, but not the time period - The entire office **had shut** by 6 p.m.

Important Note: There are many errors with the double past: for example; I did not went to college yesterday. Here the correct sentence will be I did not go to college. You need to be careful when and if you use the double past.

Other examples of incorrect usage;

- didn't said
 - didn't knew
 - didn't spoke
 - didn't ate
-



Notes

How do you change this? It's simple; the verb will remain in the base or the first form.

Like

- didn't said – didn't say
- Didn't knew – didn't know
- Didn't spoke – didn't speak
- Didn't ate – didn't eat

Simple Future

You can use the simple Future tense to talk about any action which is going to happen in the future. This is the only simple tense in which helping verbs are required.

Important: The verbs can be in two forms:

- **will/may/might + verbs [1st form]**

OR

- **am/is/are + going to [or about to] + verb [1st form]**

Usage: This tense is used in the following situations –

- When referring to an action that one is fairly sure, will happen - We **will get** the sign off from the customer.
- When referring to an action that one is determined to execute - We **are going to get** the sign off from the customer.
- When referring to an action that one is unsure or uncertain of - We **may get** the sign off from the customer.

Future Continuous

As previously mentioned, the word continuous refers to an action going on, in the future continuous, the action will be happening in the future. In this tense, the main verb always has an 'ing'.

Note: The verbs are always in the following form: **will/may/might + be + verb [ing]**

Usage: This tense is used in the following situation –

- When referring to an event that will be in progress in the future and another event also takes place - The team **may be showing** the presentation to the client when you come over.
- When referring to an event that will be in progress at a certain time in the future. - We **will be reviewing** the project plan at 1 p.m.



Notes

The 12 Verb Tenses

	Past	Present	Future
Simple	I ate pizza yesterday. s + v ₁ + o	I eat pizza everyday. s + v ₂ + o	I will eat pizza tomorrow. s + will + vt + o
Continuous	I was eating pizza when you arrived. s + was/were + (v + ing) + o	I am eating pizza. s + am/is/are + (v + ing) + o	I will be eating pizza when you arrive. s + will be + (v+ing) + o
Perfect	I had eaten all of the pizza when you arrived. s + had + v ₃ + o	I have eaten all of the pizza. s + have / has + v ₃ + o	I will have eaten all of the pizza by the time you arrive. s + will have + v ₃ + o
Perfect continuous	I had been eating pizza for 2 hours when you arrived. s + had been + (v + ing) + o	I have been eating pizza for 2 hours. s + have/has been + (v+ing) + o	I will have been eating pizza for 2 hours when you arrive. s + will have been+(v+ing)+o

S= subject o = object v = verb (v₁ = present / v₂ = past / v₃ = past participle)

Tenses Table

Source: <http://www.easypacelearning.com/all-lessons/grammar/1198-12-verb-tenses-table-learning-english-grammar-tenses>

4.4 ARTICLES

You need an article to identify either a singular object or words that are used before nouns or adjectives that are in turn followed by nouns. They play two important roles in the English language i.e. articles tell the listener whether the noun being spoken about is specific or general in context and/or the number of the noun.

- Example. I saw **a** car today.

[General context: It could have been any car, not necessarily a car that I have seen earlier or a car that I know anything about. Also, the car is one in number.]

- **The** car that I saw earlier today belongs to my friend.

[Specific context: The speaker is not talking about any car in general. S/he is talking about a particular car that s/he saw earlier in the day.]

Note: ‘The’ can be used with singular as well as plural nouns depending on the context of the sentence. **Example** The woman, the women

- Of course, we are all familiar with the fact that we use ‘a’ before a consonant sound and ‘an’ before a vowel sound.

- A computer
- An office
- A university
- An umbrella



Notes

Rules of Use

- **Specific Context:** The article 'the' is used when the speaker is talking about something specific or is referring to something that s/he has already mentioned before. This is true regardless of whether the noun happens to be countable or uncountable, singular or plural.
 - Please pass **the sugar** on **the table**.
 - **The sand** on this beach is very dirty.
 - **The ideas** presented in **the meeting** are worth considering.
- **General Context:** In the general context, the rules are a little different for countable and uncountable nouns.
 - **Countable Nouns** – If used in singular form, then 'a' or 'an' can be used, depending on the sound that the word begins with. Example
 - A door
 - An accident
 - If the countable noun happens to be plural in nature, then 'a' or 'an' is not used.
 - **Uncountable Nouns** – If the noun is uncountable, then once again 'a' or 'an' is not used.
- **Other uses of 'The':**
 - **'The' is used before the names of geographical entities like oceans, seas, deserts, rivers.**

Example

 - The Atlantic Ocean
 - The Dead Sea
 - The Arctic Ocean
 - The Kalahari Desert
 - The Ganges
 - **'The' is used before groups of mountains and islands.**
 - The Rocky Mountains
 - The Andaman and Nicobar Islands



Notes

- *'The'* is not used before names of mountain peaks.

- Mount Kilimanjaro

- **'The' is not used before proper nouns in most cases.**

It is used when one is talking about the proper noun in a very specific manner and is trying to distinguish it from other proper nouns of the same name.

Example

- Smith, Joseph, Bangalore, XYZ [As they are *Proper nouns* 'The' is not used]
- The NIOS in Delhi has a larger building than the NIOS in Bangalore.

[Using 'the' to distinguish one building from another]

- **'The' is used before the names of countries if the words Republic, United, Union, and Kingdom are there in the name.**

Otherwise, names of countries don't need to be preceded by 'the'.

Example

- The United Kingdom
- The Republic of India
- The former Soviet Union
- Switzerland, Austria, Belarus

- **If the noun or subject is mentioned or spoken about for the first time, we use the articles 'a' or 'an'.**

When it is subsequently mentioned, the article 'the' is used.

Example

- We have a situation here. [*'Situation' is being referred to for the First time*]
- The situation was handled well by the team. [Subsequent mention referring to the previous 'Situation']
- A project is expected to come our way soon. [First time]
- The project got cancelled. [Subsequent mention]

- **'The' is used before ordinals like first, third, tenth etc.**

Example

- This is the third time that the software has crashed.
 - The fifth person on the left is the new employee.
-

- **'The' is used before superlatives.**

Example

- Abbot Inc. is the **best** company to work for.
- This is the **fastest** interface system that we have.



INTEXT QUESTIONS 4.2

- I. Fill in the blanks in the right tense- from the verbs given in the brackets:**

- a. The boat (sink) _____, the steamer _____ (not sink) yet.
- b. I (wait) _____ for her for two hours before I left for the market.
- c. She (lock) _____ the door, however she _____ (not lock) the windows yet.
- d. They (clean) _____ the sitting-room. They _____ (not clean) the bedroom yet.
- e. He (get) _____ the first prize in the race.
- f. You _____ (leave) your purse behind.
- g. We (pick) _____ some roses. We _____ (could) pick any lilies yet.
- h. We will be _____ (shop) this weekend.
- i. I _____ (would) made you some coffee, however I am getting late for work.
- j. We _____ (read) this book, before it became a movie.



WHAT YOU HAVE LEARNT

In this lesson, you have learnt the importance of grammar in order to learn the English language. You are able to understand and differentiate between the various parts of speech. You can understand the differentiation between Noun, Pronoun, Adjectives, Articles and the sequence in a sentence. You have now understood the importance of verbs and the futility of a sentence without it. You can comprehend the various tenses in relation to grammar.



Notes



Notes



TERMINAL QUESTIONS

A. Reading Comprehension

Read the passage and answer the questions, in the light of the passage.

My Working Day

I am Amrita. My working day starts very early. From Monday to Friday, I get up at half past three and I have a shower and a cup of coffee. I usually leave the house at ten past four because the car always arrives a few minutes early. I get to the studio at about five o'clock and start work.

Good Morning Delhi starts at seven o'clock and finishes at nine o'clock. Then I leave the studio at quarter past ten. After that, I get home at twelve o'clock. A maid helps me with the housework and the ironing. I read a newspaper and do some work.

Then my husband gets home at half past five in the evening and I cook dinner. We stay at home in the evening. We don't go out because I go to bed very early. We usually watch television and then I go to bed at half past eight; I'm usually asleep by nine o'clock.

At weekends, I don't get up until ten o'clock. In the evening, we often see some friends or go to the cinema. But I'm always get up early again on Monday morning.

ANSWER THESE QUESTIONS

1. Describe Amrita's morning routine.
2. What is Amrita's profession?
3. Why does Amrita not go out in the evening?
4. Why does Amrita go to bed early?
5. How does Amrita spend her weekend?
6. How does Amrita spend her time after getting home?

B. Answer these questions in detail.

- a) Why is grammar important for learning English?
 - b) How many parts of speech are there? Give details.
 - c) Describe some of the most common grammatical errors.
 - d) List the different types of nouns.
 - e) List some indefinite pronouns.
-

C. Give three examples in each of the below mentioned categories:

- i. Adjectives of Quality: _____
- ii. Adjectives of Quantity: _____
- iii. Adjectives of Number: _____
- iv. Demonstrative Adjectives: _____
- v. Interrogative Adjectives: _____
- vi. Possessive Adjectives: _____

**Notes****ANSWERS TO INTEXT QUESTIONS****4.1**

- a. confuse meaning
- b. rules, sense
- c. grammatical, understanding
- d. vital
- e. tenses, sentence structure

4.2

- I. a. sank, has not sunk
- b. waited
- c. locked, has not locked
- d. cleaned , have not cleaned
- e. got
- f. left
- g. picked, have not picked
- h. shopping
- i. would have
- j. have read



Notes

5

PERSONALITY DEVELOPMENT

In the previous lesson you have learnt about grammar, parts of speech. This lesson enables you to understand how you can work towards developing your personality by using various techniques including grooming and body language. This lesson will also give you an insight into presentation skills and gender sensitization.



OBJECTIVES

After reading this lesson, you will be able to:

- explain the importance of developing personality;
- describe the various ways of developing personality;
- use effective body language and groom appropriately;
- define various aspects of presentation skills;

5.1 PERSONALITY DEVELOPMENT

Personality development grooms you as an individual and helps you to make a mark of your own. As an individual, it is important for you to have a style of your own, which is presentable at all times. Personality development not only makes you look good and presentable but also helps you to face the world with a smile.

It goes a long way in reducing stress and conflicts. It encourages you to look at the brighter side of life so that you can face the worst situations.

It also helps you to develop a positive attitude in life. An individual with a negative attitude finds problems in every situation. Rather than complaining and criticizing people around, analyse the whole situation and try to find an appropriate solution for the same. Remember, if there is a problem, there has to be a solution as well. Never lose your cool. It would make the situation worse.

Importance of Personality Development

A developed personality is very significant in the life of an individual. Everyone is impressed by an attractive personality. Whether going for interview or having a conversation within your friend circle, there are certain traits and characteristics that you must possess to have an impressive conversation and make your mark. In this competitive world you cannot succeed without influencing others. It is difficult to get a job without influencing the interviewers with your personal as well as professional skills.

Components of Personality Development

Self-confidence

A great personality boosts your confidence. Being appropriately attired and groomed makes you less anxious when meeting a person. If you are in full confidence and well in command of situation, then it becomes really easy for you to give out your best performance. Also, your confidence enables you to have a hassle free conversation that engages your listeners.

Communication Skills

Improving communication skills is a key factor in personality development. Good communication skills are very important both for your personal and professional life. Improving your speech strengthens the impact of your message. Along with your speaking and language skills, you must focus on improving your pronunciation and vocabulary. Effective communication also requires you to be a good listener.

Positive Attitude

Positive attitude is imperative for you to advance in life. A person with a positive attitude always looks at the brighter side and is always on the developmental path. An individual with a negative attitude finds problems in every situation.

Credibility

Dressing appropriately is also very important. Despite saying that you do not judge a book by its cover, people do tend to judge people by what someone is wearing and how. Your attire plays a vital role in your overall looks and your confidence as well. Dressing up well does not mean wearing an expensive and branded clothes, the price tag does not guarantee whether a piece of clothing will look good on you. You must wear things that suit your body and are comfortable too.



Notes



Notes

5.2 WAYS OF DEVELOPING A PERSONALITY

Do you know that competition is increasing with each passing days and there is no paucity of talented individuals with high academic results and willingness to work hard. Personality development here is a crucial ingredient for success. Individuals ought to master the art of expressing their thoughts and feelings in the most desired way through personality development. Personality development makes you a confident individual and you are appreciated and respected wherever you go. Let us lookout some of the instructions that can help you to enhance your personality.

Gain knowledge

Knowledge is power and it is very important in this competitive world. Nobody is impressed with a person who does not have knowledge about his/her work as well as surroundings and is unaware of what is happening around the world. Therefore, it becomes necessary for you to enrich one's general knowledge and to have mastery in your field of work. It is very essential to keep yourself updated with the knowledge of events around the world. You can enhance your knowledge by reading newspapers, watching informative programmes on television, reading books and magazines and being part of active conversations within your friend circles.

A Healthy Body

An important part of personality is your appearance and your physical health. It is very important to maintain good physical health for a good personality as well as for a healthy life. It is important to work out regularly and maintain a healthy physique. A healthy and smart look is absolutely essential to create an impact. Exercise regularly, play games, go for a morning walk or whatever suits your body and psychology. Eat a balanced diet with fresh fruits and vegetables.

Smart Dressing

As mentioned earlier, physical appearance plays an important role in your personality. A smartly dressed person is admired everywhere. You should pay a great deal of attention while choosing the right clothing for you, it must suit your physique and you should be at ease. One must not try to copy others, instead make a style statement of your own and choose the clothing that you feel comfortable with. Good attire must make you feel more confident and relaxed.

Speaking Style

We have discussed earlier that speaking style and expressions help in creating an engaging conversation. Most of the successful people maintain a unique style in speaking. They speak clearly and effectively. Be careful that you have a good command over the language you speak. Do not make grammatical mistakes else you may become a laughing stock. Focus on your pronunciation. Speaking power is an essential trait of a good personality.

**INTEXT QUESTIONS 5.1****Notes**

- I. Fill in the blanks with the right option.
1. Personality development is a _____ ingredient for success.
 - a. crucial
 - b. critical
 - c. causative
 - d. casual
 2. Knowledge is _____ and is very important in today's competitive world.
 - a. powerless
 - b. power
 - c. effective
 - d. valuable
 3. A smartly dressed person is _____ everywhere.
 - a. attractive
 - b. adaptive
 - c. admired
 - d. acknowledged
 4. Most of the successful people maintain a unique style in _____.
 - a. dressing
 - b. speaking
 - c. working
 - d. narrating
 5. _____ plays an important role in your personality.
 - a. physical appearance
 - b. fair complexion
 - c. contacts
 - d. health



Notes

5.3 GROOMING

Being well groomed is not reserved for the wealthy or stylish. Anyone can be well groomed; all it needs is some time and efforts. Self-confidence and being well groomed go hand in hand. We will now look at three very simple yet effective methods of grooming which will help you to be well groomed for life.

Cleanliness and Hygiene

1. **Take a Shower** - A requisite for a well-groomed appearance is cleanliness. Start every day with a shower and the soap of your choice. Do this unless specified otherwise for medical reasons. Certain soaps are healthy for your skin and contain less harmful chemicals.
2. **Use a Deodorant** - After cleaning your body, ensure that you smell fresh. Apply deodorant after your shower. Spend time to find the smell that is right for you.
3. **Oral Hygiene** – You must brush your teeth twice a day once in the morning and once at night. You should also floss once a day. Flossing twice a week will also help. Flossing decreases your bad breath by removing bacteria build up in your mouth.
4. **Shave or Groom your Hair**- You do not have to do this daily, however it is a good idea to shave your face, legs and armpits on a regular basis. Men can look well-groomed with facial hair, but it needs to be controlled and cared for.
5. **Always carry the essentials.** Always have a “*survival kit*” with you at all times. You can use a strong zip lock bag and include items for dry skin, broken nails or messy hair. Try to have - body lotion or Vaseline, mini comb, mints, mini mirror, pins, hair bands, perfume or cologne, compact towel, for avoiding last minute goof ups.

Dress up

1. **Wear Clean Clothing** – After cleaning and drying your clothes always fold immediately to avoid wrinkles. Make sure there are not loose threads, the buttons are intact, and the hem is clean. If you take care of yourself, take care of your clothing.
2. **Wear Clothes you like** – If you do not wear an item of clothing for a long time throw it or donate it. When you enjoy the clothes you own, you tend to take care of their condition more. Dressing in your favourite clothes will make you look great and boosts your self-esteem. If you love a coat or pant but they do not fit well, take them to an alteration store.
3. **Dress in Style.** Notice the trends around you by noting what someone wears that strikes you as being well groomed. As a general rule, keep it simple. You do not have to dress up every day, but you can go a long way by wearing something simple that compliments itself and your body. When you know what suits your personality use it to the maximum advantage. Don't hesitate to wear something that looks good on you.
4. **Wear Clean and Polished Shoes.** Shoes are always the first thing many people look at. They tell a lot about a person. If your shoes become dirty due to dirt or salt, clean them immediately.

Care for your look

1. **Keep your hair cut and styled** – Well cut hair allows you to present a confident image. Even if you are trying to grow out your hair, cutting the tips will prevent split ends and promote healthy growth. Do not be a stranger to your barber or stylist.
2. **Trim your nails.** Shorter nails look neater. If you have longer nails, keep them in good condition. Never hesitate to take your nails to the nail salon. Do not bite your nails. This does not make your hands look well groomed. Always use clippers or take them to a nail stylist.

Tips

- washing your face twice a day can help with breakouts.
- moisturise your skin immediately after a shower to avoid your skin from drying.

5.4 BODY LANGUAGE

In the previous lesson on communication, we had established the fact that at times our body can speak more than our words and hence it is integral for us to be mindful of what our body language may or may not convey.

Nearly all body language behaviours and non-verbal cues include one or more of the below mentioned elements. These elements alone or in combination, that communicate powerfully to the people around you.

The Key Elements of Body Language

The eight primary elements of body language are listed as follows:

- **Face** – Your face is a major source of expression when communicating with others. It can smile, frown, remain neutral, show anger, show disgust, indicate that you want to speak, and show interest.
- **Eyes** – Your eyes are often the first piece of body language others see or notice. They can be used to make visual contact, avoid visual contact, express feelings based on intensity and length of eye contact and the like.
- **Posture** – Your posture includes how you hold your head, shoulders, legs, arms, and hips. Each of these parts of your body work separately as well as together to send non-verbal hints. Examples include tilting your head, slumping your shoulders, turning your hips sideways and the like.
- **Gestures** – Your gestures can be related to verbal communication or unrelated to verbal communication. For instance, you might wave at any person as a way of saying ‘hello’, but you do not have to actually say the word out loud for the message to be clear or, you might use hand gestures to emphasise a key point during a speech or presentation – in this case, your gesture is related to verbal communication.
- **Voice** – Your voice is used to verbalize language, but is an integral part of your non-verbal communication also. For instance, your tone of voice, volume, emotion, pace and the like, all influence the messages you send as part of your body language.



Notes



Notes

- **Movement** – Your movement, whether using your entire body or just part of your body, is both flexible and commanding. For instance, moving toward another person may send a message of dominance or assertiveness, while moving away from another person may send a message of avoidance, submission, or simply bringing the interaction to a close.
- **Touch** – This is one of the most powerful elements of body language. It is capable of communicating so many different messages, and can also be interpreted in so many different ways. Touch is usually divided into four main categories: friendship, professional, social, and intimacy.
- **Appearance** – Your physical appearance includes clothing, neatness, body shape, and anything else that provides visual messages and cues to other people. For instance, you dress conservatively and soberly for a funeral, but casually and informally for a party with friends.

As you can see, there are a huge number of variations that can be created within each element of body language, and even more that occur when you combine two or more elements. All of these elements connect together into body language in ways that are both conscious and unconscious.

5.5 PRESENTATION SKILLS

Presentation is a method of communication that can be adapted in various speaking situations, such as talking to a group, addressing a meeting or briefing a team. To be effective, step-by-step preparation, method and means of presenting the information should be carefully considered. A presentation requires you to get the message across to the listeners and will often contain an influential element. It may, for example, be a talk about the positive work of your organisation, what you could offer an employer, or why you should be chosen for a particular task.

Elements of Effective Presentation

1. **Preparation** - Being prepared is the most important element. You must always practice your speech. Before going into any presentation, you must check that all the materials and equipment are ready and are in working condition. This will help you to get an accurate picture of how you speak.
2. **Anecdotes and Examples** - Use personal examples and stories in your speech whenever possible. Make sure your stories help to emphasize or support your point. The stories must match your message. Use examples from your personal and professional life to make your point.
3. **Relaxation** - To stay relaxed you should be prepared. Also, focus on your message and not the audience. Use gestures, including walking patterns. Practise the opening of your speech and plan exactly how you will say it.
4. **Natural Humour** – Do not try to be a stand-up comedian. Use natural humour by poking fun at yourself and something you said or did. Be sure NOT to make



Notes

fun of anyone in the audience. People will laugh with you when you poke fun at yourself but do not overdo it otherwise they might end up taking you lightly.

5. **Body and hand positions** - During the practice of your speech look for occasions where you can use a gesture. Establish three positions of standing and movement. Pick three positions, once on the centre stage, one to your right, and one to your left. Do not hide behind the lectern. When you do move maintain eye contact with the audience.
6. **Attention to Details** - Make sure you have the right location (school, hotel, room and time). Make sure you know where you are speaking. Ask how large an audience you will be speaking to. Make sure you bring all your visual aids and plenty of handouts. Arrive early so that you can check out where you will be speaking and make any last minute adjustments.

It is very important that you pay attention to even the smallest details. Do not overplan a presentation. Remember “One who fails to plan, is planning for failure”.

5.6 GENDER SENSITIZATION

Gender sensitization primarily focuses on being sensitive towards the needs, requirements and circumstances of the opposite gender. You must keep in mind the basic distance you must keep with the opposite gender no matter what the situation is. Unnecessary physical advances and inappropriate gestures can put you in trouble and will act against you.

There is also a certain way and time of communicating with your colleagues. Calling at odd hours and sending inappropriate messages are not taken in good stride at any work place. All good quality organizations have a zero tolerance policy against such inappropriate behaviour and it can lead to immediate termination.

Here are some key guidelines that one must follow when at work.

1. One must completely avoid:
 - ✓ unnecessary physical contact or advances.
 - ✓ a demand or request for sexual favours.
 - ✓ making sexually coloured remarks.
 - ✓ showing pornography.
 - ✓ any other unwelcome physical, verbal or non-verbal conduct of sexual nature.
2. Raise an alarm with your HR if any of your colleagues expects any sexual or non-sexual favour in lieu of the following -
 - ✓ Implied or explicit promise of preferential treatment in employment.
 - ✓ Implied or explicit threat of detrimental treatment in employment.
 - ✓ Implied or explicit threat about your present or future employment status.
 - ✓ Interference with work or creation of an intimidating/hostile/offensive work environment.

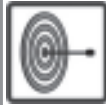


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INTEXT QUESTIONS 5.2

- I. Fill in the blanks:
1. Gender sensitization primarily focuses on being _____ towards the needs.
 2. Unnecessary _____ advances and _____ gestures can put one in trouble at one's work place.
 3. All good quality organizations have a _____ policy against such inappropriate behaviour
 4. One must keep in mind, the basic _____ one must keep with the _____ gender, no matter what the situation is.



WHAT YOU HAVE LEARNT

Now, you are familiar with the term personality development and the various aspects of it. You have understood the importance of personality development. You are familiar with grooming as well as hygiene. You are aware of ways of presentation skills and the various elements of effective presentation. You have also learnt about gender sensitization and the key guidelines of a corporate setup.



TERMINAL EXERCISE

1. 'Developing your personality can help you to achieve success'. Explain this statement by creating a story in 200 to 300 words.
 2. Mention some key ways of developing your personality. Elaborate any two.
 3. Describe the benefits of a good personality.
 4. Explain the top three ways of grooming yourself and what steps should you follow for daily hygiene?
 5. How can you effectively take care of your looks?
 6. List all the key elements of body language. Elaborate any four.
 7. With respect to presentations, what do you understand by the below mentioned terms?
 - a. Preparation
 - b. Natural Humour
 - c. Attention to Details
-



ANSWERS TO INTEXT QUESTIONS

5.1

- I. 1. a
- 2. b
- 3. c
- 4. a
- 5. d

5.2

- I. 1. sensitive
- 2. physical, inappropriate
- 3. zero tolerance policy
- 4. basic distance, opposite



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6

TEAM BUILDING

In the world of multi-national corporations and huge corporate set-ups of today, it is impossible for you to work in isolation. You cannot achieve much if you work alone, synchronizing your goals to that of your organisations is the only key to success and this is possible if we work in complete synergy with our fellow co-workers. You can achieve success only if you work together as functional and progressive teams. In the previous lesson you have learnt about personality development. This lesson focuses on how you can function as a team ensuring the team members are aware of their roles, responsibilities and goals which are in sync with that of the organisation to ensure individual as well as corporate growth.



OBJECTIVES

After reading this lesson, you will be able to:

- define a team and team work;
- classify teams at work;
- identify the role of a team leader;
- do SWOT analysis.

6.1 IMPORTANCE OF A TEAM AND TEAMWORK

You are already aware of the word “team” in our everyday lives (school, college, sports). Teams are created when individuals with a common taste, preference, liking and attitude come and work together for a common goal. Teams play a very important role in an organization and also in our personal lives. Though a common interest

and ability is not always possible as we are all different human beings, however as long as you are willing to accept the diversity amongst each other, the team functions well. Achievement of higher goals and success is accelerated with the formation of effective teams. The teams can work together by channelizing the task and activities of each team member towards one common goal.

There are a number of benefits of working in teams for both you and your organisation. Not only it is a great opportunity for professional development, it is also a means of making your work easier. Additionally, you can learn from each member of the team. Every employee is dependent on his fellow employees to work together and contribute efficiently to the organization. It has been observed that the outcomes are far better when employees work in a team rather than individually.

Team work is essential for better productivity and a better bonding among employees. Some of the key benefits are -

- 1. Increased efficiency** - In a team, you are working towards a common goal or a set of objectives. The whole process becomes more efficient. For example, if there is a problem faced along the way, there are more 'minds to brainstorm' to solve the issue. Similarly, when you have multiple team members on board, it allows you to get the work done faster with shared responsibilities. From a management perspective, encouraging teamwork in the workplace will allow your company or department to take on additional work, and in turn generate extra revenue without having to hire more staff.
- 2. Idea generation** - One of the greatest benefits of working in a team is the stimulation and ideas that can result from team discussions. When you share ideas with each other, there is more scope for creativity rather working on a project individually. In an effective team environment, staff members feel confident in suggesting their ideas. In a team brainstorming environment, the notion of suggesting creative and unique ideas is welcomed. Teams also bring people together from different backgrounds and by sharing different levels of knowledge and experience, which can help in creating optimal solutions.
- 3. Share the Workload** - When working in a team towards a common goal, the workload is shared among all team members. Teamwork also allows for helping another team member when you have finished your workload. It is important to remember that you are all working towards the same goal – if you finish your work before others you should offer your assistance in order to complete the project.
- 4. Task Orientation** - Tasks are accomplished at a faster pace when it is done by a team rather than an individual. An individual will definitely take more time to perform if he/she is single-handedly responsible for everything. When employees work together, they start helping each other and responsibilities are shared and thus, it reduces the work load and work pressure.
- 5. Work never suffers – Work never takes a backseat in a team.** Suppose, you are taking care of an important client and you are the only one coordinating with them. In case, you had to take a long leave without anyone else being



Notes



Notes

equipped to handle the task. In your absence, the organization will lose the client. If you work in a team, others can take charge when you are not there. The absence of any individual does not impact the deadlines in the organisation.

- 6. **Healthy Competition** - There is always healthy competition among the team members. Competition is always good for the employee as well as the organization as every individual feels motivated to perform better than his/her other team member. This helps in a way contributing to his/her team and the organization.
- 7. **Building Relationships** - Team work helps to improve the relations among the employees. Individuals work in close coordination with each other and thus come to know each other better. Team work also reduces the chances of unnecessary conflicts among the employees and every individual tries his/her level best to support his/her team member. The level of bonding increases as a result of team work.
- 8. **Mutual gain** - Team members can also gain from each other. Every individual is different and has some qualities. You can always benefit from your team members which would help you in the long run. Everyone aspires for recognition and praise. You feel motivated to work hard in a team and to live up to the expectations of the other members. Each member is a critic of the other and can correct the other whenever the other person is wrong. You always have someone to fall back on at the time of crisis.

Team and team work must always be encouraged at the work place. It strengthens the bond among the employees and the targets can be met at a faster pace. Workload is shared and individuals feel motivated to perform better than their team members.



INTEXT QUESTIONS 6.1

I. Fill in the blanks with words from the box given below:

increased efficiency, mutual gain, motivated, healthy competition, workload, accomplished

- a. When team members gain from each other, it is called _____.
- b. When employees feel _____ to perform better than his colleague, it is called _____.
- c. When working in a team towards a common goal, the _____ is shared among all team members.
- d. Task is _____ at a faster pace when it is done by a team rather than an individual.
- e. When there are more ‘minds to brainstorm’, it refers to _____.

6.2 TYPES OF TEAMS

Teams can be formed anywhere and anytime whenever the task is a little difficult and complicated. Let us understand the various types of teams in detail.

1. **Permanent teams-** These teams perform on a permanent basis and are not dissolved once the task is accomplished. Let us understand the concept with an example.

Rohit, Ram, Tina and Ana had a strong inclination towards branding as well as promotions and hence were a part of the branding team within a leading organization. They were primarily responsible for promoting their brand and designing marketing strategies to generate maximum revenue for their organization. They worked extremely hard and always managed to achieve their targets well in advance, but their team was always in place and never dissolved. Such teams are called permanent teams.

You will find that work or no work, the human resources team, operation team, administration team etc., in any organisation always function effectively throughout the year and hence are permanent teams.

2. **Temporary teams** - Unlike permanent teams, you will see that temporary teams lose their importance, once the task is accomplished. Such teams are usually formed for a shorter duration either to assist the permanent team or work when the members of the permanent team are busy in some other project. In case, there are short term time-bound projects, where the volume of work is high within tight deadlines, a temporary team is hired to deal with the workload. This may be done, if there is a shortage of manpower or skilled personnel.
3. **Committee** - Committees are generally formed to work on a particular assignment either permanently or on a temporary basis. You will find individuals with common interests, more or less from the same background and attitudes come together on a common platform to form a committee and work on any matter.

For example; Committees are formed to raise funds for a common goal, conduct any sort of investigation, publishing a book and all other major tasks involved to successfully organize any event or project. The committee members work together and design strategies to successfully accomplish the task.

4. **Organization/Work Force** - Such groups are formed in organizations where team members work together under the expert guidance of leader. You will find that a leader or a supervisor is generally appointed from among the members itself and he/she along with his team work hard to achieve a common goal. The leader must stand by his team throughout and extract the best out of each team member. The leader must not underestimate any of his team members and take his/her team along to avoid conflicts.
5. **Cross Functional Team** - Let us understand this with the help of an example. Recruiting and Human Resources are two teams which are inter-related. These teams have common skill-sets and similar objectives. In case of crucial times, team members can be moved within the departments to fill in any requirements as their job roles are inter-related. Such teams are called cross functional teams. Ideally, the employees should be more or less on the same level to avoid ego hassles. Individuals from different areas come and work together for a common objective to form a cross functional team.



Notes



Notes

6. **Virtual Teams** - You are aware of the term Virtual. The teams in this case consist of individuals who are separated by distances and connected through ICT intervention. Here individuals communicate with each other online through internet. Sam at Los Angeles can form a team with Mandeep in India and Sara at Africa. All work for a common objective and the communication is totally digital through internet by chat, Skype, and video conferencing. This is also used commonly on national level, as teams can be based in any city or state. You will notice that such teams are helpful when employees need to connect with each other and are located at different places. It reduces costs as the place and space constraints are done away with.

6.3 ROLE OF A LEADER

Leadership is a timeless practice of guiding others in pursuit of some goal, destination or desired outcome. At the most basic level, you know that the leader is someone who motivates, inspires and guides others towards the goal. The practices of effective leadership are timeless, and the context in which the leader's work varies from time to time and even situation to situation.

A leader is an individual responsible for clarifying direction through strategy and providing guidance and motivation to others. You will find that the leader guides others to work towards executing the strategy; this is not dependent on the position or designation the leader have in the organisation.

Here are the five important roles that you as a leader must play:

1. **Communicator:** The most effective leaders use all levels of communication to reach their teams. You will proactively encourage the exchange of information within the team. All communication whether verbal, written or online communicate consistency and clearly defines what the organization stands for. You as a successful leader will develop the art of selecting personal communication styles that is open, honest, fair and appropriate to the different situations and audiences. You as a leader will also develop the skill of actively listening to others, including those with opposing views. You will carefully and thoughtfully make course corrections as the need arises.
 2. **Thinker:** Strategic thinking is required for an effective leader. You must understand how the different functions of the organization work together. You must also learn the strengths and weaknesses of their team and the opportunities and threats they are facing.
 3. **Decision-maker:** A leader should be in a position to take appropriate decisions for their team and in turn the organisation. In taking important decisions and prior to implementation, you as a leader must consider the impact of such choices on the team and on all the team members in general. The decision maker will use his/her expertise in solving any situations. The decision maker will also provide the platform to study a range of solutions before selecting the final one, thus making sure that the selected decisions fit within mission and goals of the organisation.
 4. **Team-builder:** An effective team-builder empowers team members to excel
-

and provides appropriate support and timely feedback that will support employee initiative. You will motivate the team members when your team member is low in energy.

5. **Image-builder:** Consistent demonstration of fairness, integrity and professionalism builds the image of a team leader, thereby supporting professional achievement. You will adopt an ethical approach to business and personal dealings set the stage for trust, credibility and influence among peers as well as team members.



INTEXT QUESTIONS 6.2

- I. Choose the correct option.
1. A thinker is _____.
 - a. a person who makes decisions
 - b. a person who motivates his team
 - c. a person who thinks strategically
 - d. a person who thinks
 2. A decision maker is _____.
 - a. a person who motivates his team
 - b. a person who thinks strategically
 - c. a person who makes decisions
 - d. a person who is a team member
 3. A communicator is _____.
 - a. a person who speaks effectively
 - b. a person who thinks strategically
 - c. a person who demonstrates fairness, integrity
 - d. a person who responds to the other
 4. An effective team builder is _____.
 - a. a person who empowers team members
 - b. a person who takes appropriate decisions
 - c. a person who understands the opportunities and threats
 - d. a person who carefully and thoughtfully makes course corrections
 5. An image builder is _____.
 - a. a person who empowers team members
 - b. a person who encourages exchange of information
 - c. a person who demonstrates fairness, integrity and professionalism
 - d. a person who thinks strategically



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6.4 STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS(SWOT) ANALYSIS

Personality is an essential step for making yourself more appealing to employers and customers. It also helps to boost your self-image. SWOT analysis helps you to introspect your own self. Even though SWOT was originally used for business, it can help assess a person's strengths, weaknesses, opportunities, and threats too. This kind of simple analysis structure provides guidance. It looks at internal and external factors.

Self-analysis is perhaps one of the most complicated things. But, it plays a very significant role in personal progress. SWOT analysis will help you to learn more about yourself. Carrying out a personal SWOT analysis is an important step towards finding life and career direction.

Dig deep and identify what your own contributions really are. The analysis entails finding out what you are good at and what you are terrible at. SWOT is a tool for you. After you have learnt all the necessary details about yourself, you can make an effort to make positive changes which will lead to new opportunities. Basically, SWOT analysis provides a better picture of all pros and cons that you have.

The outcome will depend on how you react to the findings. For example, you can react in two ways after you list all your weaknesses. You can either understand how they can be threatening to not only your career but also your personal life, or you can work to overcome the weakness. It is always wise to think positively. Act proactively to turn the weakness into strength. Also, try to eliminate all threats. Give importance to your strengths and take advantage of the opportunities.

The elements of a personal SWOT analysis

When you know about your positive and negative factors, it can help you make changes more effectively. Typically, you just need to create a table to conduct a SWOT analysis, divided into 4 columns. For each of the SWOT element, ask yourself some questions.

A list of some example questions is given below:

Strengths

- What benefits do you have which others do not have? This could include skills, education, or connections.
- What do you do better than anyone else?
- What personal resources do you have access to?
- What do other people see as your strengths?
- Which achievements are you most proud of?
- What values do you believe in that others fail to show?

- Are you part of a network no one else is involved in? What connections do you have with powerful people?

Weaknesses

- What work do you usually avoid because of lack of confidence?
- What do people think your weaknesses are?
- Are you happy with your education and skills training?
- Do you have any negative work habits?
- Which of your personality traits hold you back?

Opportunities

- What new technology can assist you?
- Can you take advantage of the market in its present state?
- Do you have a network of strategic contacts to offer good advice or help you?
- Could you create an opportunity by offering solutions to problems?

Threats

- What hindrances do you currently face at work or in personal life?
- Is any of your co-workers, friends and siblings competing with you for projects or roles?
- Is your job changing?
- Can technological changes threaten your position?
- Could any of your weaknesses lead to threats?

The Advantages of Conducting a Personal SWOT

The main purpose of a SWOT is to promote identified strengths, reduce weaknesses, exploit the opportunities and have contingency plans to minimize threats.

There are many benefits and advantages of using SWOT analysis for personal development. It is good for your success and betterment. Some of the most common benefits of conducting a personal SWOT analysis have been mentioned below.

- Helps to develop strategies to attain your goals
- You can be better than your friends and colleagues
- Shows where you currently stand on the path of success
- Measures your scope of reaching desired goals
- Enhances your career, life and personality
- Helps to better understand who you really are as a person



Notes



Notes

- Maximizes your strengths and minimises your weaknesses
- Explores and also enhances your soft and hard skills
- It helps you understand your preferences and personality traits
- Focuses on your attitudes, abilities, skills, capabilities and capacities

This is how a SWOT analysis looks like -

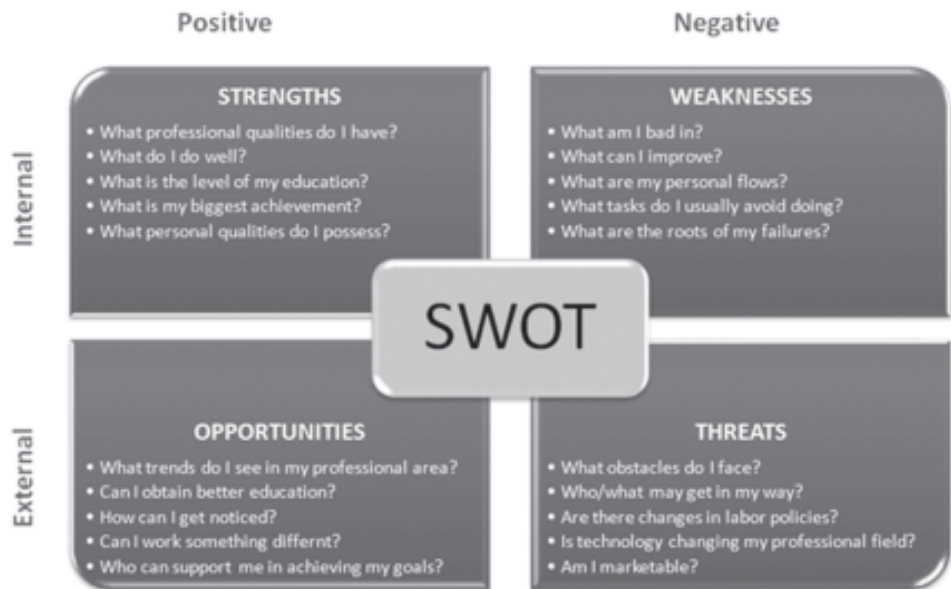


Fig. 6.1 : SWOT Analysis

6.5 TEAM BUILDING EXERCISES

Team-building exercises can be a powerful way to unite a group, develop strengths, and address weaknesses – but only if the exercises are planned and carried out strategically. In other words, there has to be a real purpose behind conducting these exercises – for example, improving the team’s problem-solving or creativity skills of the team.

Benefits of Team building exercises:

These exercises help the team to break the monotony, and increase harmony. They also enable the team to be able to build trust amongst each other. Such activities must be conducted from time to time to increase the rapport among the team members.



WHAT YOU HAVE LEARNT

In this lesson, you have learnt the importance of team and teamwork. You are able to identify the types of teams. You are also familiar with the various roles of leader, from a thinker, to a communicator. You are now able to conduct a SWOT analysis to understand your strengths and weaknesses.



TERMINAL EXERCISE

1. What are the key ingredients of team building?
2. Explain teamwork and describe its importance.
3. Give short notes on
 - a. Healthy competition
 - b. Task orientation
 - c. Idea generation
4. Explain the following
 - a. Cross functional team
 - b. Self-Managed teams
 - c. Virtual teams
5. Give the advantages of conducting a SWOT analysis.
6. List the types of roles a leader should play. Explain any two.
7. Conduct a SWOT analysis for yourself.



ANSWERS TO INTEXT QUESTIONS

6.1

- I. 1. mutual gain
2. motivated, healthy competition
3. workload
4. accomplished
5. increased efficiency

6.2

- I. 1. c
2. c
3. a
4. a
5. c



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7

CUSTOMER SERVICE

In the previous lesson you have learnt about team building. In this lesson you will learn about importance of customer service, types of customers. Customer service is very critical for each industry. With the advent of numerous service providers for similar products, the need for enhancing the customer services experience has risen by many folds to stay upbeat and abreast with the rest of the competition. Companies these days are taking steps to consistently improve and enhance customer services these days as it is the only factor that differentiates you from the others.



OBJECTIVES

After reading this lesson, you will be able to:

- explain about customer service;
- list types of customers;
- handle customer's query efficiently.

7.1 IMPORTANCE OF CUSTOMER SERVICE

Customer service is the process of ensuring customer satisfaction with a product or service. Often, customer service takes place while performing a transaction for the customer, such as issuing an certificate or updating credit card or debit card details. Customer service can take the form of an in-person interaction, a phone call, self-service systems, or by other means.

**Notes**

If we go back 15 – 20 years, there was a time when most houses had the landline phones and people used to stand in long queues to pay the bill and still stick to it. The reason was lack of options, however today if you do not like a particular brand of mobile services, you can easily switch over to the other. Hence, it becomes extremely vital for the companies to give the best product and services.

We will now look at some **Customer Service Skills** that are vital for you to be able to work in the BPO industry. In a BPO industry, we feel that “being a people person” is of utmost importance. It is not untrue; however, we also need the skills to “WOW” the customers that we interact with on a daily basis.

The following are the important points:

Patience

Patience is not only important to the customers, who often reach out to support when they are confused and frustrated, but it’s also important to the services provider at large. If you deal with customers on a daily basis, be sure to stay patient when they come to you stumped and frustrated. Also be sure to take the time to truly figure out what they want.

Attentiveness

The ability to really listen to customers is very crucial for providing great service. Unless you pay attention you will never know what the real issue is. Not only is it important to pay attention to individual customer interactions, but it’s also important to be careful and attentive to the feedback that you receive at large.

Clear Communication Skills

Make sure you are getting to the problem at hand quickly. Customers neither need your life story nor they want to hear about how your day is going. More importantly, you need to be cautious about how some of your communication habits translate to customers. When it comes to important points that you need to convey clearly to customers, keep it simple and leave nothing to doubt.

Product Knowledge

You should know the product and its functionality in and out, just like a customer who uses it every day would. Without knowing your product from front-to-back, you will not know how to help customers when they run into problems.



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Ability to Use “Positive Language”

Language plays a very important role in influencing others, and people (especially customers) create perceptions about you and your company, based on the language that you use. It sounds superficial, but however, your conversational patterns can truly go a long way in creating happy customers.

Acting Skills

Sometimes you come across people that you will never be able to please. There will be times when you will deal with angry or frustrated customers who seem to want nothing else but to pull you down. Every great customer service representative will have those basic acting skills necessary to maintain their usual cheery persona in spite of dealing with people who may be just plain complaining.

Time Management Skills

You should spend more time with customers, but there is a limit. You need to be concerned with getting customers what they want in an efficient manner. When you realized that you cannot help a customers then get help from your organisation.

Ability to “Read” Customers

You won’t always be able to see customers face-to-face, and in many instances you won’t even hear a customer’s voice. That does not exempt you from understanding some basic principles of behavioural psychology and being able to “read” the customer’s current emotional state. This is an important part of the personalization process as well, because it takes knowing your customers to create a personal experience for them.

A Calming Presence

There are a lot of metaphors for this type of personality: “keeps their cool,” “staying cool under pressure,” etc., but it all represents the same thing: the ability that some people have to stay calm and even influence others when things get a little hectic.

You must know that you cannot let a heated customer force you to lose your cool. In fact, it is their job to try to be the “rock” for a customer who thinks the world is falling down due to their current problem.

Goal Oriented Focus

This may seem like a strange thing to list as a customer service skill, but it is vital.

That's because it leaves employees with goals and customer happiness can work hand-in-hand with great customer service.

Ability to Handle Surprises

Sometimes the customer support world is going to throw surprises. Maybe the problem you encounter is not specifically covered in the company's guidelines, or maybe the customer is not reacting how you thought they would. Whatever the case, it's best to be able to think on your feet... but it's even better to create guidelines for yourself in these situations.

Persuasion Skills

Often you will feel that the customer is curious about your company's product, rather than having problems with it. To truly take your customer service skills to the next level, you need to have some mastery over persuasion so that you can convince interested customers that your product is right for them (if it truly is). It's not about letting potential customers slip away because you could not create a compelling message that your company's product is worth.

Closing Ability

To be clear, this has nothing to do with "closing sales" or other related terms. If you are able to close with a customer means you are able to end the conversation with confirmed satisfaction (or as close to it as you can achieve) and with the customer feeling that everything has been taken care of (or will be).

Willingness to Learn

This is probably the most "general" skill on the list, but it's necessary. Those who do not seek to improve what they do, whether it's building products, marketing businesses, or helping customers, will get left behind by the people willing to invest in their skills.

If you keep the above mentioned points in mind, you will be able to give a "wonderful" experience to your customers on each occasion.



INTEXT QUESTIONS 7.1

- I. Fill in the blank with the correct option
1. If you deal with customers on a daily basis, be sure to stay _____.
 - a. energetic
 - b. calm
 - c. patient
 - d. cold



Notes



Notes

2. The ability to really listen to customers is very _____ for providing great service.
 - a. comforting
 - b. helping
 - c. beneficial
 - d. crucial
3. The best customer service employee will have a _____ of how the product works.
 - a. overview
 - b. close
 - c. deep
 - d. clear
4. A great customer service person will have the ability to handle _____ thrown by the customer.
 - a. Surprises
 - b. Parties
 - c. Meetings
 - d. hurdles

7.2 MOMENT OF TRUTH

We will now look at an interesting yet integral aspect of customer service, which is the ‘Moment of Truth’, a phrase, used for perception versus the reality of customer services; we will explore this with a couple of examples –

Suppose, you have reached the market and are really tired and you see this untidy stall serving tea. When you look round you find that it is the only outlet available in that area. You are desperately in need of a cup of tea, however, looking at the shop you are unable to make up your mind, nonetheless you go on and ask for a cup of tea and to your amusement the vendor is extremely courteous and offers you a glass of water and a biscuit along with tea. You also feel that it is the best cup of tea you have ever had. In this case is the ‘Moment of truth’, the perception was to get a shabby service and bad tea however the reality was very different and this would compel you to come to this shop again in the future, what the vendor has given you is exceptional service along with a good product.



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The opposite is also true, so you go to this very posh looking restaurant and are welcomed by a disinterested and poorly dressed waiter. Upon calling him you see that he is taking the order very reluctantly, and what you get in turn is decent however slightly cold food and when you request the waiter to heat it up a bit, he is rude and unwilling. When you call the manager he also backs the waiter and is not willing to heat up the food. You go out from that restaurant with an awful experience and you will never visit or recommend it to anyone. So you see, despite being a fancy high-end restaurant the experience was bad and dissatisfying, again here the ‘Moment of truth’ was very different from the perception.

Good customer service creates a happy ‘Moment of truth’ for the customers and vice versa. What you must keep in mind is that it is these moments of truth that decide the longevity of the customer’s loyalty towards your organisation; hence, giving expected and sometimes beyond expected level of service is the key to success. Even one bad experience can leave the customer unhappy.

7.3 TYPES OF CUSTOMERS

You are already aware that customers play the most significant part in business. In fact, the customer is the actual boss and is responsible for the profit of the organization. Customer is the one who uses the products and services and judges the quality of those products and services. Hence it’s important for an organization to retain customers or make new customers and make business flourish.

Customers can be of the following types:

1. **Loyal Customers-** These types of customers are less in number but promote more sales and profit as compared to other customers as these are the ones who are completely satisfied. Loyal customers want individual attention and demand polite and respectful responses from you. Some appreciation of their business and long association with the organisation also keep them glued.
2. **Angry Customers –** These customers are hard to please because they are in some way or the other unhappy about either the product or the services they have got. They can sound harsh and rude and in most cases loud and angry. The key for you is to let them vent and then empathetically try to resolve their issue.
3. **Discount Customers-** Discount customers are also frequent visitors. They expect discounts on regular products and brands and tend to buy only low cost products. More the discount, the more they buy. They would also try to bargain a lot with you and would always look for what additional products and services they can get. They should be treated with patience along with assertiveness as sometimes they may go overboard.



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4. **Impulsive Customers-** These customers are difficult to convince as they are spontaneous. They do not have any specific item in their product list but urge to buy what they find good and productive at that point of time. Your effective selling skills and influencing skills can lead to actual sales.
5. **Need-based Customers-** These customers are product specific and tend to buy items for which they have a specific need. They are frequent customers but do not become a part of buying most of the times, so it is difficult to satisfy them. These customers should be handled positively by you by showing them ways and reasons to switch over to other similar products. These customers could possibly be lost if not tackled efficiently with positive interaction.
6. **Wandering Customers-** These are the least profitable customers as sometimes they themselves are not sure what to buy. These customers are normally new in industry and most of the times would call only to confirm or cross check. They investigate features of most prominent products in the market but do not buy any of those or show the least interest in buying. These customers should be properly informed by you about the various positive features of the products so that they develop a sense of interest in the product and buy.

As an employee, you must always focus on all customers equally; however the ways to handle each would differ. Strategies and handling techniques should be renovated and enhanced for giving satisfactory services to these customers.

7.4 HANDLING CUSTOMER QUERIES

It is said that “the customer is always right”. The below mentioned steps will give you an insight into the various ways to treat your customers and their queries effectively.

1. **Treat your customers well:** Give your customers excellent service, a smile, and ask if everything is to their liking. People enjoy being engaged in this way and it helps even the most flustered customer to remember that they had a good experience with you.
2. **Ask customers:** If they are looking for a particular item, or if you can do anything to help them to find the right product or service. Customers who appear confused, worried or helpless do need a hand. Even those who already know what they’re looking for may need a hand in choosing appropriately.



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3. **Listen:** This may seem straightforward but in sales and service, this is frequently not the case. More often than not, people selling or providing services think they already know what the customer is asking and switch off before the full explanation has been given. This can lead to wastage of time. A frustrated customer and poor communications that will impact the business.
4. **Be honest and straightforward:** Nothing irritates a customer more than being given vague answers and push-offs to queries about the products or services. If you do not know the answer, do not guess. Tell the customer that you do not know and you will immediately go and find out. They will respect you for that. If you cannot get the answer, request the contact details of the customer and offer to arrange a call back.
5. **Stop conversations with other employees during a transaction:** Once you devote your time to a customer, whether it is to discuss a sale or any other product or service, do not ignore the customer and make this a time to carry on a conversation with another staff member. This is annoying to customers who wonder if your mind is really on the job. Put aside all distractions and concentrate on the customer at hand. There will be enough slow moments for you to pick up conversations with fellow employees again.
6. **If you can't help, don't hinder:** It only makes matters worse if you try to force the customer to buy your product. When you see that they have made up their mind that your company does not have the item wanted or the price wished for, do not leave a bitter impression on the customer's mind by getting irritable, disinterested or unfriendly with them. Support the customer's decision to check elsewhere but make it a hard choice by suggesting how your product or service can make things better. You may lose the current sale but that is no reason to lose future association with the customer.
7. **Be willing to seek help:** If things are really heating up, or the customer really wants to talk to the manager, oblige. It will be very obvious to the manager that it is a difficult customer rather than your sales or serving technique that is in question.

Having said the above, a big question is whether the customer is always right? Not always. Do not tolerate verbal abuse. Remember you are there to serve the customer, but you are never the customer's servant. If handled correctly, you can turn a negative customer experience into a positive. With a good apology and a demonstration that your company listens, takes responsibility for problems, and acts on them, you can end up with a more loyal customer.



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INTEXT QUESTIONS 7.2

- I. Choose the correct option.
 1. These customers are product specific and tend to buy items for which they have a specific need. Identify the type of customers.
 - a. Loyal customers
 - b. Need-based customers
 - c. Impulsive customers
 2. If you are unable to help the customer then what will you do:
 - a. You will hinder them
 - b. You will ask your seniors
 - c. You will stop speaking



WHAT YOU HAVE LEARNT

In this lesson, you have learnt the meaning of customer service. You have also learnt to identify with the importance of customer service with respect to a BPO segment. Also, you have learnt the various skills that are required for a successful customer service representative, identify the moment of truth and its importance with respect to customer service.



TERMINAL EXERCISE

1. Case Studies
 - a. You have recently joined XYZ Corporation. Today is your first day on calls. You are handling such calls for the first time and suddenly you get a customer who is extremely unhappy and irate, he is constantly yelling and is demanding to see the supervisor. What should you do, in this case?
 - b. Your customer wants you to waive the interest charges for the last month as she was out of town and therefore could not pay her bill. You know that this is not possible and due to the delay the interest charges have to be levied. How would you tell the customer that you can't help her? And/or if the customer is not happy with the solution given by you how would you deal with such situations?
-

2. List the key customer services skills, elaborate any four.
3. What should you do if you are unable to help the customer?
4. Explain 'Moment of Truth'. Write one positive and one negative 'Moment of truth' that you have had as a customer.
5. List the different types of customers.
6. Elaborate the following –
 - a. Angry customers
 - b. Loyal customers
 - c. Impulsive customers



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ANSWERS TO INTEXT QUESTIONS

7.1

- I. 1. c
2. d
3. c
4. a
5. b

7.2

- I. 1. b
2. b



Notes

8

WORK LIFE BALANCE

In the previous lesson you have learnt about customer service. In this lesson you will learn how to balance your work life. You must be aware that with the outbreak of 24x7 working trends and the growing multinational companies, it has become inevitable for people to manage their time appropriately. It is important for you to understand that the compounding stress from the never-ending workday is damaging. It can hurt relationships, health and overall happiness. This lesson will focus on looking at ways to overcome these issues and obtain work life balance.



OBJECTIVES

After reading this lesson you will be able to:

- manage your time effectively;
- identify the causes of stress;
- describe anger management;
- balance your work and life.

8.1 TIME MANAGEMENT

In today's competitive and fast paced life, it seems that there is never enough time. However, since we can not get more than 24 hours, you must make the best of it and there are many who are able to achieve so much more with their time than others. The big question is how do they do it? The answer lies in good time management.



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The highest achievers manage their time exceptionally well even when time is tight and pressures are high. In this section we will throw some light on the various time management techniques that can help you achieve more in the given time.

Good time management requires you to shift your focus from activities to results: being busy does not mean you are effective as well. You may spend your day in a frenzy of activities often achieving less, because your attention is divided between so many different tasks that lead to loss in focus and accuracy.

Good time management lets you work smarter – not harder – so you get more work done in less time. Let us now see what we understand by ‘Time Management’. ‘Time management’ refers to the way you deal with your time as to how you organize and plan the time you wish to spend on specific activities. It might seem contrasting to dedicate precious time on learning time management, instead of using it to get on with your work, but you will see that some knowledge about time management appropriately brings enormous benefits such as:

- ❖ greater productivity and efficiency.
- ❖ a better professional reputation.
- ❖ less stress.
- ❖ increased opportunities for advancement.
- ❖ greater opportunities to achieve career goals.

More often than not failing to manage your time effectively can have some very undesirable consequences such as:

- ❖ missed deadlines.
- ❖ inefficient work flow.
- ❖ poor work quality.
- ❖ a poor professional reputation and a stalled career.
- ❖ higher stress levels.

Spending a little time learning about time-management techniques will have huge benefits now and throughout your career.

Practise the following techniques to become the master of your own time:

- A. Carry a diary and record all your activities for a week. This will help you to understand how much work you can get done during the course of a day. You can now easily do this in the calendar available on your computer or mobile.
- B. Any activity or conversation that’s important to your success should have a time assigned to it. Schedule appointments with yourself and create time blocks for high-priority thoughts, conversations, and actions. Schedule when a task begins and ends. Have the discipline to keep the time commitments.



Notes

- C. Schedule time for interruptions. Plan time to be pulled away from what you are doing. You may have a well-planned- day but in real time there will always be something or other that comes at the last minute and needs your attention. So always keep some extra time at hand.
- D. Take the first 30 minutes of every day to plan your day. Don't start your day until you complete your time plan. The most important time of your day is the time you prepare your schedule.
- E. Take five minutes before every call and task to decide what result you want to attain. Take five minutes after each call and activity to determine whether your desired result was achieved. If not, what was missing? How do you put what is missing in your next call or activity?
- F. Practise not answering the phone just because it's ringing and e-mails just because they show up. Disconnect instant messaging at work. Don't instantly give people your attention unless it's absolutely crucial in your business to offer an immediate human response. Instead, schedule a time to answer email and return phone calls.
- G. When at work, block out other distractions like Facebook and other forms of social media unless you use these tools to generate business.
- H. Remember that it's impossible to get everything done. Also remember that odds are good that 20 percent of your thoughts, conversations and activities produce 80 percent of your results.



INTEXT QUESTIONS 8.1

- I. Fill in the blanks with the correct option:
 - 1. Carry a _____ and _____ all your activities for a week.
 - a. pen, paper
 - b. diary, record
 - c. folder, record
 - d. pen, record
 - 2. Take the first _____ of every day to plan your day.
 - a. five minutes
 - b. ten minutes
 - c. fifteen minutes
 - d. thirty minutes
 - 3. Take _____ before every call and task to decide what result you want to attain.
 - a. breath

- b. pen
 - c. five minutes
 - d. ten minutes
4. When at work, _____ other distractions like Facebook and other forms of social media unless you use these tools to generate business.
- a. blot out
 - b. block out
 - c. distract
 - d. avoid
5. Spending a little time learning about _____ will have huge benefits now and throughout your career.
- a. work life balance techniques
 - b. stress management techniques
 - c. anger management techniques
 - d. time management techniques



Notes

8.2 STRESS MANAGEMENT

We will now look at some effective ways of handling stress. With the enhancement of work opportunities, responsibilities, performance orientation and competition the stress levels are on at all-time high. Today's youth is getting great work opportunities at a very young age and this leads to an early advent of stress in their lives. Hence, in order to strike a good work-life-balance, it is imperative for you to manage stress.

Effectively coping with stress, managing stress and finding ways to reduce unnecessary or unhealthy levels of stress are important life skills - skills that everybody needs.

Negative stress, tension and anxiety are extremely common problems in our life. You may feel there's nothing you can do about stress. The bills won't stop coming, there will never be more hours in the day, and your work and family responsibilities will always be demanding. But you have more control over stress than you might think. Stress management is all about taking charge of your lifestyle, thoughts, emotions, and the way you deal with problems.

Let us begin with understanding what is stress management?

We all respond to stress differently so, there's no "one size fits all" solution to managing stress. But if you feel like the stress in your life is out of control, it's time to take action. Stress management can teach you healthier ways to cope with stress, it helps you reduce its harmful effects.



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No matter how powerless you may feel in the face of stress, you still have control over your lifestyle, thoughts, emotions, and the way you deal with problems. Stress management involves changing the stressful situation when you can, changing your reaction when you can be taking care of yourself, and taking out time for rest and relaxation.

The first step of stress management is to recognize **the true sources** of stress in your life. It is easy to identify sources of stress following a major life event such as changing jobs, moving home, or losing a loved one, but thinking about it every day can be more complicated.

How do you currently cope with stress?

Think about the ways you currently manage and cope with stress in your life. Are your coping strategies healthy or unhealthy, helpful or unproductive? Unfortunately, many people cope with stress in ways that compound the problem.

Unhealthy ways of coping with stress

These coping strategies may temporarily reduce stress, but they cause more damage in the long run:

- ✓ smoking
- ✓ drinking too much
- ✓ bingeing on junk or comfort food
- ✓ zoning out for hours in front of the TV or computer
- ✓ withdrawing from friends, family, and activities
- ✓ using pills or drugs to relax
- ✓ sleeping too much
- ✓ procrastinating
- ✓ filling up every minute of the day to avoid facing problems
- ✓ taking out your stress on others (lashing out, angry outbursts, physical violence)

It is vital that we learn healthier ways to manage stress. If your methods of coping with stress are not contributing to your emotional and physical health, it's time you find out the healthier ones. No single method works for everyone or in every situation, so experiment with different techniques and strategies. Focus on what makes you feel calm and in control.

Some key steps to manage stress are -

➤ **Get moving**

Physical activity plays a key role in reducing and preventing the effects of stress, but you do not have to be an athlete or spend hours in a gym to experience the



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benefits. Just any form of physical activity can help relieve stress and burn away anger, tension, and frustration.

While the maximum benefit comes from exercising for 30 minutes or more, you can start small and build up your fitness level gradually. Short, 10-minute bursts of activity that elevate your heart rate and make you break out into a sweat can help to relieve stress and give you more energy and optimism. Even very small activities can add up over the course of a day. The first step is to get yourself up and moving. Here are a few easy ways:

- put on some music and dance around.
- take your dog for a walk.
- walk or cycle to the grocery store.
- use the stairs at home or work rather than an elevator.
- park your car in the farthest spot in the lot and walk the rest of the way.
- pair up with an exercise partner and encourage each other as you workout.
- play ping-pong or an activity-based video game with your kids.

➤ **Engage socially**

Social engagement is the quickest, most efficient way to reduce stress. There is nothing more calming to your nervous system than communicating with another human being who makes you feel safe and understood. Of course, it's not always realistic to have a pal close by to lean on when you feel overwhelmed with stress, but by building and maintaining a network of close friends you can improve your resiliency to life's stressors. On the flip side, the lonelier and isolated you are, the greater is your vulnerability to stress.

Reach out to family and friends and connect regularly in person. The people you talk to don't have to be able to fix your stress; they just need to be good listeners. Opening up is not a sign of weakness and it won't make you a burden to others. In fact, most friends will be flattered that you trust them enough to confide in them, and it will only strengthen your bond. And remember, it's never too late to build new friendships and improve your support network.

➤ **Avoid unnecessary stress**

While stress is an automatic response from your nervous system, some stressors arise at predictable times. For example you commute to work, a meeting with your boss, or family gatherings. When handling such predictable stressors, you can either change the situation or change your reaction.

➤ **Avoid the stressor**

It's not healthy to avoid a stressful situation that needs to be addressed, but you may be surprised by the number of stressors in your life that you can eliminate.

- **Learn how to say "no"** – Know your limits and stick to them. Whether



Notes

in your personal or professional life, taking on more than you can handle is a sure shot recipe for stress.

- **Avoid people who stress you out** – If someone consistently causes stress in your life, limit the amount of time you spend with that person, or end the relationship.
- **Take control of your environment** – If the evening news makes you anxious, turn off the TV. If traffic makes you tense, take a longer but less-travelled route. If going to the market is an unpleasant chore, do your grocery shopping online.

➤ **Adapt to the stress**

Your thoughts have a great effect on your stress levels. Each time you think a negative thought about yourself, your body reacts and considers it to be a tension-filled situation. Resume your sense of control by changing your expectations and attitude to stressful situations.

- **Reframe problems.** Try to view stressful situations from a more positive perspective. Rather than fuming about a traffic jam, look at it as an opportunity to pause and regroup, listen to your favourite radio station, or enjoy being alone for some time.
- **Look at the big picture.** Take perspective of the stressful situation. Ask yourself how important it will be in the long run. Will it matter in a month? A year? Is it really worth getting upset over? If the answer is no, focus your time and energy elsewhere.
- **Adjust your standards.** Perfectionism is a major source of stress. Stop setting yourself up for failure by demanding perfection. Set reasonable standards for yourself and others, and learn to be okay with “good enough.”

➤ **Accept things you cannot change**

Many sources of stress are unavoidable. You can not prevent or change stressors, such as the death of a loved one, a serious illness, or a national recession. In such cases, the best way to cope with stress is to accept things as they are. Acceptance may be difficult, but in the long run, it is easier than railing against a situation you can not change.

- **Do not try to control the uncontrollable—** Many things in life are beyond our control—particularly the behaviour of other people. Instead of stressing out over them, focus on the things you can control such as the way you choose to react to problems.
- **Look for the upside—** When facing major challenges, try to look at them as opportunities for personal growth. If your own poor choices contributed to a stressful situation, reflect on them and learn from your mistakes.
- **Learn to forgive—** Accept the fact that we live in an imperfect world and that people make mistakes. Let go of anger and resentments. Free yourself from negative energy by forgiving and moving on.

**Notes****➤ Find time for fun and relaxation**

Beyond a take-charge approach and a positive attitude, you can reduce stress in your life by nurturing yourself. If you regularly find time for fun and relaxation, you will be in a better place to handle life's stressors.

Don't get so caught up in the hustle and bustle of life that you forget to take care of your own needs. Nurturing yourself is a necessity, not a luxury.

- **Set aside relaxation time:** Include rest and relaxation in your daily schedule. Don't allow other obligations to encroach. This is your time to take a break from all responsibilities and recharge your batteries.
- **Do something you enjoy every day:** Make time for leisure activities that bring you joy, whether it be stargazing, playing the piano, or working on your bike.
- **Keep your sense of humour:** This includes the ability to laugh at yourself. The act of laughing helps your body fight stress in a number of ways.

➤ Adopt a healthy lifestyle

In addition to regular exercise, there are other healthy lifestyle choices that can increase your resistance to stress.

- **Eat a healthy diet.** Well-nourished bodies are better prepared to cope with stress; so be mindful of what you eat. Start your day right with breakfast, and keep your energy up and your mind clear with balanced, nutritious meals throughout the day.
- **Reduce caffeine and sugar.** The temporary "highs" caffeine and sugar provide often end in with a crash in mood and energy. By reducing the amount of coffee, soft drinks, chocolate, and sugar snacks in your diet, you will feel more relaxed and you will sleep better.
- **Avoid alcohol, cigarettes, and drugs.** Self-medicating with alcohol or drugs may provide an easy escape from stress, but the relief is only temporary. Do not avoid or mask the issue at hand; deal with problems head on and with a clear mind.
- **Get enough sleep.** Adequate sleep fuels your mind, as well as your body. Feeling tired will increase your stress because it may cause you to think irrationally.

Overcoming stress is not easy. However choosing a lifestyle that reduces it is always worth a try.



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8.3 ANGER MANAGEMENT

Finally, we will now throw some light on overcoming anger by using some anger management techniques. Anger is a normal, healthy emotion, but when chronic, explosive anger gets out of control, it can have serious effects on your relationships, your health, your state of mind, and reputation too.

With an insight of the real reasons of your anger and some basic anger management techniques, you can learn to keep your temper from overtaking your life and creating problems in the long run.

Understanding anger and anger management

The emotion of anger is neither good nor bad. Like any other emotion, it conveys a message and it tells you that a situation is upsetting, or unjust, or threatening. So while it's perfectly normal to feel angry when you have been mistreated or wronged, anger becomes a problem when you express it in ways that harm yourself or others. That's where anger management becomes extremely crucial and important -

- The aim of anger management is not to suppress feelings of anger but rather to understand the message behind your emotions and express it in a healthy way without losing control.
- When you are able to manage anger, you will not only feel better, you will also be able to get your needs met, to manage conflict in your life and will also be able to strengthen your relationships.
- Mastering the art of anger management takes workout, but the more you practise, the easier it will become.

Let us look at some myths and facts about anger and anger management.

Myth: I shouldn't "hold in" my anger. It's healthy to vent and let it out.

Fact: It's true that we must not suppress or avoid the feeling of anger, however venting out too much can also be equally challenging. Anger shouldn't be showcased in an aggressive manner. In fact, outbursts only fuel the fire and reinforce your problem.

Myth: Anger, aggression and intimidation help me earn respect and get what I want.

Fact: Respect does not come from bullying others. People may be afraid of you, but they won't respect you if you can not control yourself or handle opposing viewpoints. Others will be more willing to listen to you and understand your needs if you communicate in a respectful way.

Myth: I can't help myself. Anger isn't something you can control.

Fact: You can not control the situation but you *can* control your expression and anger can be expressed without being verbally or physically abusive.

Anger management: why is it important?

When anger goes out of hand it can damage your relationships, cloud your judgment, get in the way of success, and have a negative impact on the way people see you.



Notes

- **Anger hurts you physically** - High levels of stress and anger makes you more prone to heart disease, diabetes, a weakened immune system, insomnia, and high blood pressure.
- **Anger hurts you mentally** - Chronic anger consumes huge amounts of your mental energy and clouds your thinking, making it harder to concentrate or enjoy life. It can also lead to stress, depression, and other mental health problems.
- **Explore what's really behind your anger- Anger hurts your career.** Constructive criticism, creative differences, and heated debate can be healthy. But lashing out only alienates your colleagues, supervisors, or clients and erodes their respect.
- **Anger hurts your relationships with others.** It causes lasting scars in the minds of people you love most and gets in the way of friendships and work relationships. Over the top anger makes it hard for others to trust you, speak honestly, or feel comfortable—and is especially damaging to children.

Anger often stems from what you've learned as a child. If you watched others in your family scream, hit each other, or throw things, you might think this is how anger is supposed to be expressed. Anger is often a cover-up for other feelings.

In order to express your anger in appropriate ways, you need to be in touch with what you are really feeling. Are your anger masking others feelings such as embarrassment, insecurity, hurt, shame, or vulnerability?

- If your first response in many situations is anger, it's likely that your temper is covering up your true feelings.
- This is especially likely if you grew up in a family where expressing feelings was strongly discouraged. As an adult, you may have a hard time acknowledging feelings other than anger.
- Anger can also be a symptom of underlying health problems, such as depression, trauma, or chronic stress.

Clues that suggest that there's more to your anger

- **You have a hard time compromising.** Is it hard for you to understand other people's points of view, and even harder to concede a point? If you grew up in a family where anger was out of control, you may remember how the angry person got his or her way by being the loudest and most demanding. Compromising might bring up scary feelings of failure and vulnerability.
- **You have trouble expressing emotions other than anger.** Do you pride yourself on being tough and in control? Do you feel that emotions like fear, guilt, or shame don't apply to you? Everyone has these emotions, so you may be using anger as a cover for them.
- **You view different opinions as a personal challenge.** Do you believe that your way is always right and get angry when others disagree? If you have a



Notes

strong need to be in control or have a fragile ego, you may interpret other-perspectives as a challenge to your authority, rather than simply a different way of looking at things.

1. Recognize anger warning signs and triggers

Anger fuels the body’s “fight or flight” response so while you might feel that you just explode without warning, there are physical warning signs that your body is preparing to react. Recognizing these signs allows you to take steps to manage your anger before it boils over.

- **Note how anger feels in your body**– Is your stomach knotted, your hands or jaw clenched, your muscles tense? Do you feel clammy or flushed? Is your heart pounding or are you breathing faster?
- **Identify negative thought patterns that trigger anger**– You may think that external things—frustrating people or situations—are causing your anger. But anger problems have more to do with negative thinking patterns, such as having a rigid view of the way things should be and getting angry when reality doesn’t match up. Or maybe you overlook the positive things while letting small irritations mount? Or do you blame others for bad things that happen rather than taking responsibility for your own life?
- **Recognize situations that trigger anger**– Stressful events do not excuse anger, but understanding how these events affect you can help you avoid unnecessary aggravation. Does the traffic on your daily commute drive you crazy? Think about ways to avoid these triggers or view the situation differently so it does not provoke anger.

2. Learn ways to diffuse anger

Once you recognize the warning signs, you can take steps to manage your anger before it spins out of control.

Even just a brisk walk around the block can release pent-up energy and enable you to approach the situation with a cooler head.

- Exercise relieves stress, lowers blood pressure, and releases powerful endorphins that improve your mood.
 - It can also put some welcome time and space between you and the stressful or frustrating situation.
 - Rather than focusing on your anger as you exercise, focus instead on how your body feels as you move—such as the sensation of your feet hitting the ground, or the feeling of the wind on your skin, or the rhythm of your breathing.
 - If you know that you are going to be entering a situation that is likely to make you angry, exercising beforehand can help keep your mood stable.
-



Notes
Manage stress

The more stressed you are, the more likely you are to lose your temper. But no matter how stressful your life seems, there are steps you can take to relieve the pressure and regain control.

- Connect regularly with friends and family. There is nothing more calming to your nervous system than communicating face to face with people who care about you. Your friends do not have to be able to fix your stress; they just need to be good listeners.
- Practice relaxation techniques. A daily relaxation practice can help reduce stress and boost feelings of well-being. Try yoga, progressive muscle relaxation, or meditation.
- Adopt a healthy lifestyle. Getting enough sleep, eating well, reducing your caffeine, alcohol, nicotine, and sugar intake, and making time for fun in your life can increase your resistance to stress and make it easier to manage anger.

3. Manage anger within the moment

For example—taking time out to go for a walk or hit the gym may not be practical. These tips can help you cool down in the moment:

- Focus on the physical sensations of anger. While it may seem counter-intuitive, tuning into the way your body feels when you are angry often lessens the emotional intensity of your anger.
- Take some deep breaths. Deep, slow breathing helps counteract rising tension. Breathe deeply from the abdomen, getting as much air as possible into your lungs.
- Use your senses. Take advantage of the relaxing power of your senses—sight, smell hearing, touch, and taste. You might try picturing yourself in a favourite place or squeezing a stress ball.
- Stretch or massage areas of tension. Roll your shoulders if you are tensing them, for example, or gently massage your neck and scalp.
- Slowly count to ten. Focus on the counting to let your rational mind catch up with your feelings. If you still feel out of control by the time you reach ten, start counting again.
- Take a moment to think about the situation. Ask yourself: How important is it in the grand scheme of things? Is it really worth getting angry about it? Is my response appropriate to the situation?

Always remember, being angry will fetch you nothing but bad memories and bad relationships whether it is personal or professional.



Notes



INTEXT QUESTIONS 8.2

I. CHOOSE THE CORRECT OPTION:

1. Do not try to control the _____.
 - a. uncontrollable
 - b. situations
 - c. people
 - d. challenges
 2. _____ is the quickest, most efficient way to reduce stress.
 - a. societal engagement
 - b. social engagement
 - c. charity engagement
 - d. animal engagement
 3. Anger often _____ from what you have learn as a child
 - a. surges
 - b. surpasses
 - c. stems
 - d. steams
 4. Connect _____ with friends and family.
 - a. periodically
 - b. annually
 - c. bi-monthly
 - d. regularly
 5. _____ relieves stress, lowers blood pressure, and releases powerful endorphins that improve your mood.
 - a. dance
 - b. music
 - c. exercise
 - d. cycling
-



WHAT YOU HAVE LEARNT

In this lesson you have learnt the meaning and importance of work-life-balance. You have learnt ways and tools to manage your time. You are comfortable with the term stress management and can easily manage stress in a healthy manner. You are familiar with the steps of managing stress. You have acquainted yourself with anger-management and the various myths surrounding it. You are now aware the impact of anger and the importance of anger management.



TERMINAL EXERCISE

1. Describe the benefits of time management.
2. Explain the first step towards recognising stress.
3. List some key steps to stress management.
4. State the consequences of inefficient time management. Give details.
5. Differentiate the following
 - a. Engage socially and get moving.
 - b. Find time for fun and relaxation.
6. Why do you think anger management is important?



ANSWERS TO INTEXT QUESTIONS

8.1

- I.
 1. diary , record
 2. First 30 minutes
 3. Five minutes
 4. block out
 5. time-management techniques

8.2

- II.
 1. a
 2. b
 3. c
 4. d
 5. c



Notes



9

INTRODUCTION TO COMPUTER

In the previous lesson you have learnt about work-life balance. In this lesson you will learn basics of computer. In the past few decades, you have noticed that computers have greatly influenced the life styles of a common man; in the office, home, shopping center, library, theatre etc. It enables you to access bank accounts from home, shop online, and quickly communicate with people around the world by e-mail and Internet, Now-a-days, it has become an indispensable tool in everybody's life. In this lesson we shall be discussing about key components of a computer system, basics of computer.



OBJECTIVES

After reading this lesson, you will be able to:

- identify key components of a computer system;
- describe how computer works;
- explain the concepts of various computing environments;
- classify softwares;

9.1 WHAT IS A COMPUTER?

A computer is an **electronic device** that accepts **data as input**, performs a specified sequence of operations (**Process**) as per the set of instructions (known as **program**) to generate desired **output as information**.

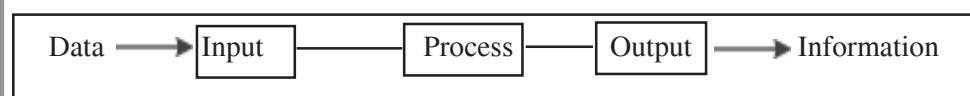


Fig. 9.1

Data can be anything like marks obtained by you in various subjects, your name, age, sex, height etc. Processed data is called as information such as finding out result, generation of merit list, etc. The characteristics of computers that have made them so powerful and universally useful are Speed, Accuracy, Reliability, Versatility, Storage and Retrieval ability.



Notes

9.2 TYPES OF COMPUTER

Depending upon the size and power, computers are classified in various types. Following are the description of several different types of computer:

9.2.1 Supercomputers

Supercomputers are large, powerful computers that help you perform specialized tasks. Supercomputers are the fastest and most expensive computers and they process huge amounts of information very quickly. Super computers are being used to perform sophisticated mathematical calculations, track weather patterns, monitor satellites, and perform other complex, dedicated tasks.

9.2.2 Mainframe Computers

The largest type of computer in common use is the mainframe. They are designed to handle tremendous amounts of input, output, and storage. For example, consider the airlines reservation system. One can get his/her air ticket booked at one of the various reservation counters, each of which has many employees working at computer terminals. A terminal is a special kind of computer that does not have its own CPU or storage. It is just an Input/ Output (I/O) device that acts as a window into another computer located somewhere else. The terminals are connected to a database residing in and are controlled by a mainframe computer that can handle the input and output needs of all the terminals connected to it.

A typical mainframe computer is characterised by vast amounts of memory with many hard disks in several gigabytes range, one or more tape drives, etc. Early mainframe computers were very large and required separate rooms to house them. Today's mainframe computers are significantly smaller.

9.2.3 Mini Computers

The best way to describe a minicomputer is that its capabilities lie somewhere between those of mainframes and those of microcomputers. Like mainframes. Minicomputers can handle a greater amount of input and output than microcomputers can. Minicomputers are relatively inexpensive and ideal for academic institutions and small business houses.

9.2.4 Micro Computers

Microcomputers are classified as small, inexpensive computers designed for personal use and are the computers that most people typically use. Some of the most common types of microcomputers include the following:



Notes

Desktop Computers are computers that sit on the desk, floor, table, or another flat surface and have a detachable keyboard, mouse, monitor, and possibly other pieces of equipment. Desktop computers generally fall into two main categories: PCs or Macs. The PC, or personal computer—originally referred to as the IBM personal computer—is now manufactured by a variety of companies including Hewlett-Packard, Dell, Intel etc. The Apple Macintosh computer, now known as Mac, can perform the same functions as the PC.

Notebook Computers give you the ability to take their computers with them, making their information portable or mobile. Originally referred to as “laptops,” this term is slowly being phased out in favor of the more accurate notebook designation. Although smaller than a desktop computer, notebook computers are not meant to be used on your lap, due to the amount of heat they generate..

Tablet Computers might seem similar to notebooks; however, they have some special features that set them apart. When used in the tablet configuration, you can actually write directly on the screen using a special pen known as a stylus. Tablets use advanced handwriting-recognition technology to convert handwriting to digital text. Many also use speech-recognition technology, which enables the user to record discussions or lectures.

Personal Digital Assistants (PDAs) are the smallest of portable computers. PDAs are also called palmtops. They are much less powerful than notebook or desktop models and are generally used for displaying important telephone numbers and addresses or keeping track of dates and agendas. Many can be connected to larger computers to exchange data.

Note: With the fast changing technology, present day PCs are having the capabilities of mainframes or minicomputers. Thus, the line of distinction between different types of computers is getting, blurred day by day and his rendering the above classification meaningless.


INTEXT QUESTION 9.1

- I. Write **True** or **False** for the following:
- (a) Processed data is called as information.
 - (b) PDA stands for Personal Data Assistants.
 - (c) Supercomputer’s are the most powerful computers.
 - (d) Desktop Computers are also called as Personal Computers.
 - (e) Notebook computers are originally referred as laptops.

9.3 OVERVIEW OF A COMPUTER SYSTEM

Every computer system has two main units:

- (i) Hardware
- (ii) Software

All physical parts of the computer (or everything that we can touch) are known as



Notes

Hardware. Software gives intelligence to the computer. Software is used to develop applications that we use in our daily life like : Banking, shopping, games etc. So Hardware and Software together make computer a perfect device to perform task. Without Hardware, Software is waste and without Software there is no meaning of Hardware. So to run an application both are required at the same time. For example in a television the wires, switches etc. are the hardware while the programs, watched on TV, is the software.

Although the hardware of a computer is capable of performing marvelous tasks, it cannot actually accomplish any of them without the vital instructions that software provides. In this section, we will look at the physical components of the machine, the hardware and then turn to the software that brings life to the physical components.

9.4 HARDWARE

Hardware refers to the physical units of a computer, which includes electronic and electrical circuitry, components and devices. Regardless of its shape, size or capabilities, every computer that people use directly has same general design.

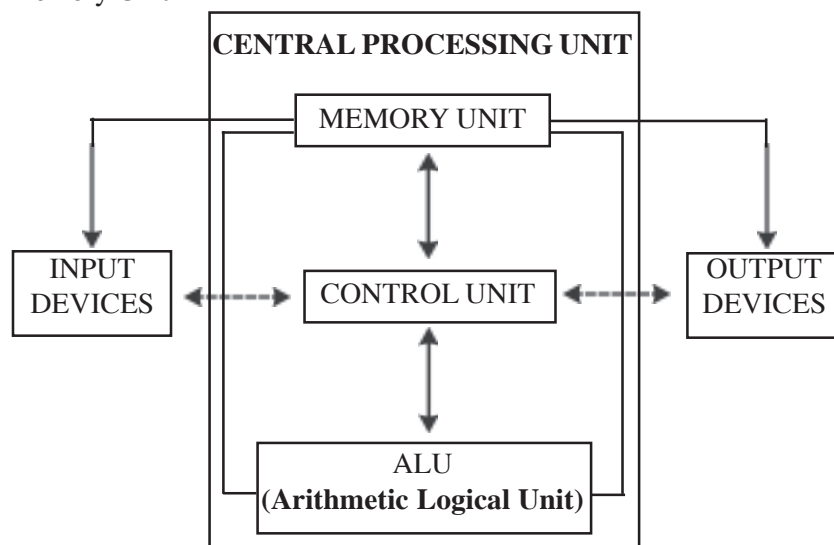
Computer Hardware = Processing Unit + Secondary Storage Devices + Peripheral Devices

9.4.1 Central Processing Unit (CPU)

The complex procedure that transforms raw input data into useful information for output is called **processing**. To perform this transformation, the computer uses **central processing unit**. The processor is the “**brain**” of the computer, the part that interprets and carries out instructions.

Every CPU has three basic parts (The relationship between different hardware components is shown in Figure 2):

- (a) Control Unit (CU)
- (b) Arithmetic Logic Unit (ALU)
- (c) Memory Unit



(.....Control of events _____Flow of data and instruction)

Fig. 9.2: Block diagram of different components of a computer



Notes

Mostly available brands of CPU are Intel – Core Duo, Pentium, Celeron, Centrino, Core i5, Core i7; AMD (Advanced Micro Devices) – Athlon, Sempron, Turion; Motorola

Control Unit (CU)

The Control Unit (CU) is a component of CPU that control all the operation of the processor. The control unit manages all the computer resources and coordinates all the computer’s activities. It contains the basic instructions (called **firmware**) for execution of programs. The instruction set, built into the circuitry of the control unit, is a list of all the operations that the CPU can perform. In fact, the control unit can be thought of as a traffic cop, directing the flow of data around the CPU and around the computer.

Arithmetic Logic Unit (ALU)

When the control unit encounters an instruction that involves mathematical calculation or decision/logic, it passes the control to the second component, i.e., the arithmetic logic unit (ALU). ALU carries out arithmetic & logic operations. The ALU includes a group of registers - memory locations built directly into the CPU - that are used to hold data that are being processed by the current instruction. For example, the control unit might add two numbers (an arithmetic operation), or compare two numbers (a logical operation). In addition, CPU has a number of registers for storing data and instructions that are currently being processed.

Memory Unit

Computer memory unit is used to store data or information and instructions to execute a program. There are two kinds of computer memory such as:

1. Primary Memory
2. Secondary Memory

Primary memory is an integral part of the computer system and is accessible directly by the processing unit. It helps you to store program instructions or part of data for immediate needs. These are much faster and expensive than Secondary memory.

Secondary memory such as Hard disk, Optical disks, Flash Drive etc. is located external to the computer. These are less expensive and slower than the primary, but it is quite useful to store huge volume of data on permanent basis and transferred to the primary storage as and when required.

Let us discuss about primary and secondary memory in detail.

Primary Memory

Primary memory consists of mainly two types of memories:

- (a) Random Access Memory (**RAM**)
 - (b) Read Only Memory (**ROM**)
-

**Notes****(a) Random Access Memory (RAM)**

The CPU, does not have sufficient storage space for the entire program as well as for the data being manipulated by those programs. Therefore, the control unit stores the data and instructions received from input devices into primary memory called Random Access Memory (**RAM**). Unlike human memory, which can store information indefinitely, RAM holds information only while the computer is ON. When the computer is turned off or reset, the information disappears unless it has been saved on a storage device. Hence RAM is often referred to as volatile or temporary memory. RAM is usually measured in megabytes (**MB**) or gigabytes (**GB**)

(b) Read Only Memory (ROM)

Some of the data and instructions remain permanently stored into memory, which cannot be changed. This memory is called Read-Only Memory (**ROM**). A computer needs ROM, mainly, so that it knows what to do when the power is first turned on. Among other things, ROM contains a set of start-up instructions that check to see whether the rest of memory is functioning properly, look for hardware devices, and look for an operating system. Since this memory never gets lost, it is sometimes referred to as permanent or non-volatile memory.

Secondary Memory (External Storage Devices)

Hard disk, tapes and optical disks come under most popular category of **external storage devices** or **ancillary storage devices**. These devices are very sensitive to environmental conditions (humidity and temperature) as well as to external magnetic fields and need to be stored carefully.

Types of external storage devices are as follows:

1. Hard Disk
2. Magnetic Tape
3. Optical Disk
4. Flash Drive

1. Hard Disk

It is a non-removable magnetic disk enclosed in most PCs. It contains a stack of metal platters, each coated with iron oxide, that spin on a spindle and the entire unit is encased in a sealed chamber. The physical size and storage capabilities of a hard disk vary. For PCs, the storage capacities vary from **20 GB** to **hundreds of GB**.

2. Magnetic Tape

The best use of tape storage is for data that you do not use very often. A tape is a long strip of magnetic material; therefore the tape drive has to write data to it sequentially - one byte after another.



Notes

Magnetic Tapes are **sequential access media**, which means to get to a particular point on the tape; the tape must go through all the preceding points. In contrast, disks are random access media because a disk drive can access any point at random without passing through intervening points. Therefore, tapes cannot be practically used for data that you need often. They are mainly used for taking **backup of hard disk**. The tape capacity varies from few **hundred kilobytes** to several **gigabytes**.

3. Optical Disks

The need for ever greater storage capacities has driven hardware manufacturers to use optical storage technology as the main alternative to magnetic storage.

In optical disks, a laser beam is used to read/write data on to the disk. Optical disks can store video, text, music, and graphics.

Types of popular optical disks are as follows:

1. CDROM
2. CD-RW
3. DVD

CDROM

The most-popular optical storage medium is **compact disk, read - only memory**.

CD-ROM uses the same technology that is used in music CDs. One cannot write data to a CD-ROM but can always read it. The huge amounts of data, such as dictionaries, encyclopedias, medical, legal or other professional reference libraries etc., that normally would not change, is available on CDs nowadays. A single CD can hold up to 650 MB of data. Larger CDs can store up to 20GB.

CD-RW (CD-Read and Write) - Erasable Optical Disk

These are optical disks where data can be written, erased and re-written. This makes use of a laser beam to write and re-write the data. These disks may be used as an alternative to traditional disks.

Digital Versatile Disc (DVD)

Digital Versatile Disk or Digital Video Disc, a type of CD-ROM that holds a minimum of 4.7 GB, enough for a full length movie. The DVD specification supports disks with capacities from **4.7 GB to 20 GB** (Approx).

4. Flash Drive

Flash drives are removable storage devices that use flash memory and connect to the computer by a USB port. Available in several storage sizes ranging from 16 MB to 1 TB (Terra Byte), a flash drive is a quick and easy way for you to save and transport files.

9.4.2 Peripheral Devices

These are the devices used to enter data/information into and out of a computer system. Input/output (IO) devices are treated as peripheral devices.

Input Devices

The most commonly used input devices on a computer are the **keyboard** and **mouse**. However, there are dozens of other devices that can also be used to input data into the computer. Below is a list of computer input devices that can be utilized with a computer or a computing device.

List of Input Devices

- Keyboard
- Barcode reader
- Biometrics (eg. Fingerprint scanner)
- Mouse, touchpad, or other pointing device
- Pen or Stylus
- Scanner
- Touch Screen, etc.

Output Devices

An output device is any peripheral that receives data from a computer, usually for display, projection, or physical reproduction. An output device that can make a hard copy of any information shown on your monitor. Another example of an output device is a computer monitor, which displays an image that is received from the computer. Monitors and printers are two of the most common output devices used with a computer.

List of Output Devices

- Monitor
- Printer
- Plotter
- Projector
- Speaker
- Headphone, etc.



INTEXT QUESTIONS 9.2

- Write True or False for the following:
 - CPU stands for Central Power Unit
 - ALU is part of CPU
 - All physical parts of the computer (or everything that we can touch) are known as software.



Notes



Notes

- (d) Primary memory is an integral part of the computer system and is accessible directly by the processing unit.
- (e) Secondary memory is more expensive and faster than the primary memory.

9.5 SOFTWARE

Computer hardware consists of the physical components of the system. However, without software, computers would be useless as it would just be a collection of mechanical parts. Software provides the instructions that tell the computer what to do. It is a collection of instructions, called programs that enable you to interact with a computer. There are two categories of computer software: *System Software* and *Application Software*.

9.5.1 System Software

System software is a type of a computer program that is designed to run a computer's **hardware and application program**. System software provides the instructions that the computer needs to run. It contains the directions needed to start up the computer (known as the **boot process**), checks to ensure everything is in good working order, and enables you to interface with the computer and its peripheral devices so that you can use them. System software consists of two main types of programs: the *operating system* and *utility programs*.

Operating Systems

The operating system (OS) is a special computer program that is present on every desktop or notebook computer, in addition to others ranging from mainframes to PDAs. The operating system controls the way the computer works from the time it is turned on until it is shut down. Operating system manages the various hardware components, including the CPU, memory, storage devices, and peripheral devices. It also coordinates with the various software applications that might be running. There are several popular operating systems available for home computers. They include **Microsoft Windows**, **Mac OS**, and **Linux**.

Utility Programs

Operating system software is the most critical software on the computer, because nothing can run without it. However, utility programs are another important component of system software. These small applications handle many important tasks involved with the management and maintenance of your system.

Utility programs can be used to help back up important files, remove unwanted files or programs from your system, and schedule various tasks to keep your system running smoothly. Some of these utilities are included with the operating system viz. File Management (Add/Remove Program, Windows Explorer), Task manager, Disk Cleanup etc).

9.5.2 Application software

Software that can perform a specific task for the user, such as word processing, accounting, budgeting or payroll, fall under the category of application software.

Word processors, spreadsheets, database management systems are all examples of general purpose application software.

Types of application software are:

Word processing software: The main purpose of this software is to produce documents. **MS-Word, OpenOffice.org Writer** and **Word Pad** are some of the examples of word processing software.

Database software: Database is a collection of related records. The purpose of this software is to organize and manage data. The advantage of this software is that you can change the way data is stored and displayed. **MS SQL Server, Oracle, PostgreSQL** are some of the examples of database software.

Spreadsheet software: The spreadsheet software is used to maintain budget, financial statements, grade sheets, and sales records. **MS-Excel, OpenOffice.org Calc** are the example of spreadsheet software.

Presentation software: This software is used to display the information in the form of slide show. The best examples for this type of application software are **Microsoft PowerPoint** and **OpenOffice.org Impress**.

Multimedia software: **Media players** and **Real players** are the examples of multimedia software. This software will allow the user to create edit and view audio and videos.

9.5.3 Open Source Software

Gone are the days when you paid a heavy price to purchase software as it was locked to a particular vendor. But with an ever-increasing global internet community, with a desire to contribute to the ongoing technological revolution, people started sharing their knowledge and formed groups with similar technological interests and there by developed a software called **Open Source Software**. It is made available **freely** to everyone on the internet.

Open Source is a software whose **source code** is published and made available to the public, enabling everyone to **copy, modify** and **redistribute** the source code without paying royalties or fees. **OpenOffice.org**, informally referred to as **OpenOffice** is the leading open-source office software suite for word processing, spreadsheets, presentations, graphics, databases and more.

9.6 VIRUS

Viruses are **malicious codes** or **programs** that get installed on your computer without your knowledge and against your wishes. The severity of a virus can vary. Some viruses merely seem to be nuisances or might not even be obvious to the user; some cause files to be corrupted or erased; and others are capable of shutting down a computer and erasing the entire hard drive. Viruses infect a system and then attach themselves to a program or file to spread to other users.

Viruses can be distributed in several ways. In the early days of computers, viruses were spread by sharing infected floppy disks. Now, due to the ease in which files can be shared over the Internet, viruses are able to spread much more quickly. One



Notes



Notes

of the most common ways to send a virus is through *e-mail attachments*. Security experts recommend that you never open an e-mail attachment unless you have first scanned it with antivirus software to determine that it is virus-free. Experts also recommend that unless you know the sender and have been expecting the e-mail attachment, it is best to delete the attachment without even opening it.

9.6.1 How to protect your computer from a virus

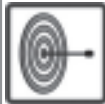
You can protect your computer from viruses by installing an antivirus protection program. Once installed on a computer an antivirus software monitors, detects, and cleans any computer viruses.

Most popular antivirus softwares are: **Windows Defender**, **Norton antivirus** and **McAfee**, and popular **free** antivirus programs include **Avast** and **AVG**.



INTEXT QUESTION 9.3

3. Write **True** or **False** for the following:
 - (a) RAM stands for Read Access Memory.
 - (b) RAM is usually measured in kilo byte (KB).
 - (c) The unit of memory “MB” stands for Microbyte.
 - (d) Microsoft Windows is an Application Software.
 - (e) Software’s that are available free of cost are called as Open Source Software.



WHAT YOU HAVE LEARNT

In this lesson you have learnt the different types of computer i.e., supercomputers, mainframe computers, mini computers, micro computers. You have learnt about types of memory (primary memory and secondary memory). Also you have learnt about input devices (keyboard, mouse, scanner etc.), output devices and types of software.



TERMINAL EXERCISE

1. Define Computer and its types.
2. Draw block diagram showing different components of a computer. Explain the various parts of Central Processing Unit (CPU).
3. Explain the various memory units of a computer system.
4. Write short notes on:

- (a) Desktop Computers
- (b) Arithmetic Logical Unit
- (c) Peripheral Devices of Computer System
- (d) Open Source Software

5. Differentiate between

- (a) Hardware and Software
- (b) Primary and Secondary Memory
- (c) RAM and ROM
- (d) System and Application Software



Notes



ANSWERS TO INTEXT QUESTIONS

9.1

- I. (a) True
(b) False
(c) True
(d) True
(e) True

9.2

- I. (a) False
(b) True
(c) False
(d) True
(e) False
(f) False
(g) False
(h) False

9.3

- I. (a) False
(b) True



Notes

10

INTRODUCTION TO OPERATING SYSTEM

In the previous lesson you have learnt about what is computer and how it works. This lesson introduces about operating system. An operating system is the most essential system software that enables a computer to run and execute programs. Without an operating system, you cannot get a computer to be of any practical use since the computer's hardware will not be able to communicate with any application software. Operating System is the main software that makes it possible for you to use the computer and have the tasks performed as per your need.



OBJECTIVES

After reading this lesson you will be able to:

- explain the concept of Operating System;
- identify various types of Operating Systems available;
- describe Operating System and its components.

10.1 OPERATING SYSTEM

An operating system or OS is a software that manages hardware resources and provide common services for computer programs. Without operating system, a computer and software programs would be useless. Application programs usually require an operating system to function.

As shown in figure below (Fig 10.1) the operating system manages the various hardware components, including the CPU, memory, storage devices and peripheral devices. It also coordinates with the various software applications that may be running.



Notes

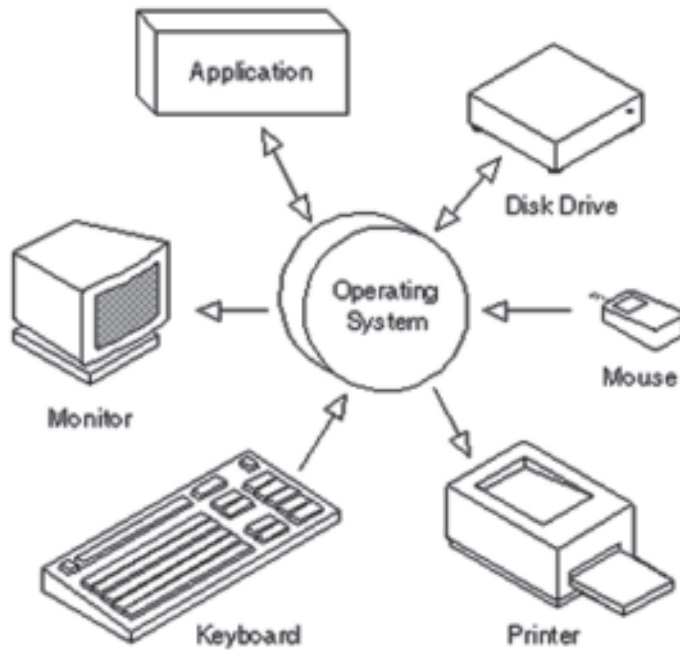


Fig 10.1 : Device Management by Operating System

10.2 MOST POPULAR OPERATING SYSTEMS

There are several popular operating systems available for home-computers. They include Microsoft Windows, Mac OS, and Linux.

10.2.1 Microsoft Windows

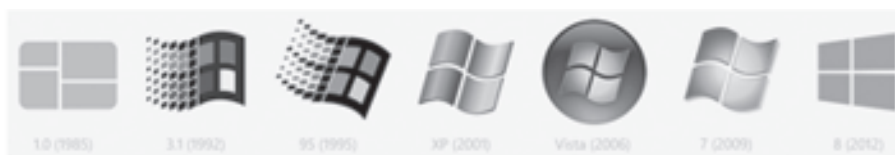


Fig 10.2 : Windows Operating System

When referring to an operating system, **Windows** or **win** is an operating environment created by Microsoft that provides an interface, known as a Graphical User Interface (GUI), for computers.

Microsoft Windows was first introduced with version 1.0 on November 10, 1983. Since its release, there have been over a dozen versions of Windows. The most current version of Windows for end users is Windows 10. This is the most commonly used operating system found on most of today's desktops and notebooks.



Notes

10.2.2 Mac OS -



The Mac OS is an operating system that was designed for the Apple Macintosh computer. It was developed by Apple Inc., who also created Apple I, as well as a number of other more modern products including the iPod, iPhone, and iPad. The main competition to the Mac OS is the Windows operating system, the most popular OS by a large margin.

The Mac OS only runs on Apple desktop and Laptop computers. The first version of the Mac OS, part of the “Classic” Mac OS series, was originally released in the mid-1980s. The most recent version is called **Mac OS X**. As you can see in Figure 10.3, the Mac OS appears similar to Windows, because it also uses a GUI.



Fig 10.3 : Mac OS

10.2.3 Linux -



Linux is a free and open-source operating system developed by Linus Torvalds and friends that was first announced August 25, 1991.

The system can be distributed, used, and expanded free of charge. In this way, developers have access to all the source codes, thus being able to integrate new functions or to find and eliminate programming bugs quickly. Presently, Linux is successfully being used by several millions of users worldwide. The composition of users varies from private users, training companies, universities, research centers, and companies.

Ubuntu

Ubuntu Linux(released on October 20, 2004) - A popular variant of Linux used with PC.

The Ubuntu project has a focus on providing a solid desktop (and server) experience, as shown in Fig. 10.4. Ubuntu is currently working on expanding the Ubuntu distribution to run on smartphones and tablets.



Notes



Fig 10.4 : Ubuntu Operating System

10.2.4 Android



Originally founded by Andy Rubin in October 2003 and later acquired by Google on August 17, 2005. Android is a Linux based platform and **free and open software** stack that has an operating system, middleware, and applications originally developed by Google and released in November 5, 2007 for **mobile platforms**.

Since its development there have been many different versions (more than 15 as in 2016) of Android. The latest is Android version 6.0 (Marshmallow) released October 5, 2015



Notes

10.2.5 iOS

Originally known as the **iPhone OS**, iOS is the operating system that runs on **Apple iPhone, Apple iPad, and Apple iPad Touch** devices developed by Steve Jobs during the 2010. The iOS is one of the most used platforms for **mobile** devices, only slightly edged out by Android from Google

10.3 WINDOWS 10

Microsoft Windows 10 is the latest version of windows operating system, released on July 29, 2015.

Windows 10 system requirements

1GHz processor or faster 32-bit (x86) or 64-bit (x64)

1GB of RAM for 32-bit or 2GB of RAM for 64-bit

16GB of hard drive space for 32-bit or 20GB for 64-bit

DirectX 9 graphics device with WDDM 1.0 or higher.

10.3.1 Logging into Windows 10

The Windows 10 Start-up Screen (Fig. 10.5) after successful login to the system:

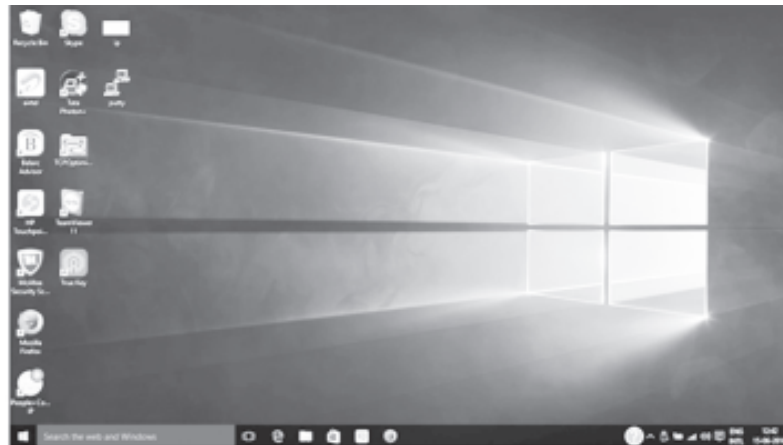


Fig 10.5 : Windows to startup screen

10.3.2 Windows 10 Start Menu

To open the Start menu, left-click the flag in the lower left corner of a Windows screen or use windows key in keyboard (Fig. 10.6).



Notes



Fig 10.6 : Windows 10 start menu



Notes

The menu is resizable and can be changed either up and down or right and left by placing the mouse pointer on the top or right edge. A double-headed arrow will appear. Hold down the mouse button and drag to expand or decrease the menu in the desired direction.

10.3.3 Structure of Windows 10 Start Menu

Start menu is divided into separate left and right sections. The left section has various useful links for you while the right section contains **tiles**.

Left side of the Windows 10 Start Menu

Looking at the left section of the menu, there are six different areas or sub-sections.

1. The top area contains a **logged in user account** link.- This gives complete information of logged your user details(name, picture) with the facility of changing the account settings, lock your system, Sign out from the logged user account.
2. The next section down is a list of the **most used program**- The menu contains the programmes that are mostly used with an extension facility, pin the programme to start(to be displayed in tile area at start), uninstall the program, don't show in the list. The programs in this section vary based on which programs are most frequently used.
3. The third section is referred as **File Explorer** - When File Explorer opens, you will land in Quick access. Your frequently used folders such as Downloads, Desktop and Documents are listed there, so you do not have to dig through a series of folders to find them. You can also pin your favourite folders to Quick access to keep them easily accessible.
4. The fourth link in the start menu is **Settings** (Fig. 10.7) – To manage your peripheral devices, accounts, display settings, network, updates and security, time & language etc.



Fig 10.7 : Windows 10 setting screen

5. The fifth link is the **Power** – to Sleep, Shutdown and Restart your computer system.

6. The bottom section is that a way to easily access installed programs. It is called “All apps”. When you click this link, the left side of the Start menu becomes a scrollable alphabetical list of programs and apps. This is shown below. (Fig. 10.8)



Notes

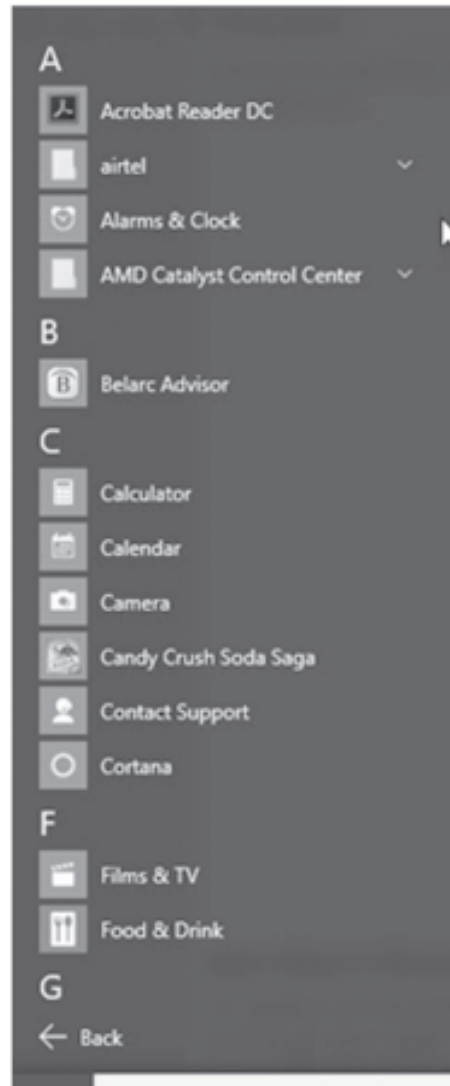


Fig 10.8 : Scrollable alphabetical list of programs

Right side of the Windows 10 Start Menu

This right side of Windows 10 contains a collection of tiles. The default group of tiles consists of various standard Windows apps such as Calendar, Mail, People, News, Weather and others of the type that used to be called “Windows store apps”. Some of these are “live tiles”. In other words, they are connected to the Internet and periodically update.



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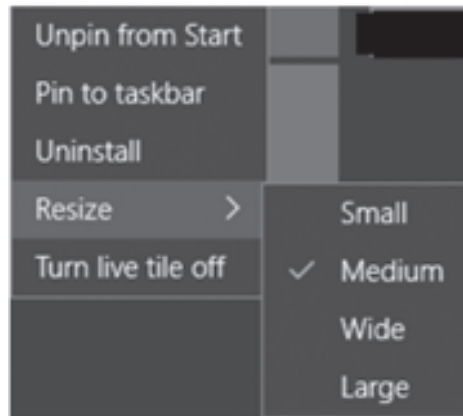


Fig 10.9 : Right slide of Windows 10 start menu

Although Windows initially populates this area with default tiles, the right side of the Start menu is highly configurable. All the default tiles can be removed and you can pin your own selection of applications and folders here as tiles. Tiles can be customized in several ways by right-clicking and using the context menu. An example of a tile context menu is shown in fig. 10.9.

To remove a tile, right-click it and select “Unpin from Start” in the context menu. There are four possible sizes for tiles and these can also be set in a tile’s right-click context menu. If you do not want the live tiles to be updating, click “Turn live tile off”.

To pin an application file or a folder, right-click it and use the context menu entry “Pin to Start”. For example, you could pin programs and folders here that you regularly use. Tiles can be dragged around the right-hand side of the Start Menu to rearrange them in groups or however you prefer.

10.3.4 Windows 10 Taskbar



Fig 10.10 : Windows to Task bar

A bar located at the bottom of the screen called taskbar, is used to locate and launch programs, view any program that is currently open, to check the date and time, settings speaker volume etc.

If you take a closer look, you can see the following components.

First, we have the **Windows icon** – to launch Windows Start menu.

Next we have the preliminary **Cortana box** where you can type a query or use the microphone icon to indicate that you will be using your voice to ask Cortana something. Cortana is explained later in the lesson.

Next, we have the **Task View** icon that allow you to add multiple desktops.

The next icon on the bar is the Microsoft Edge – this opens up Microsoft’s famous internet browser – Edge.

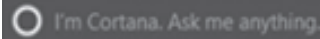
Next, there is an icon for **File Explorer** which allows you to get a view of your files.

Next, there is an icon for the **Windows Store**. This opens up the store in a window that can be resized, maximized and closed back down. Windows store contains apps that can be downloaded and stored for use.

Finally the **Sytem Tray** or Shell notification area is in the extreme right hand side of the task bar.

Some of the common program icons displayed in the Notification Area include: Sound (Speakers), Power Options, Network connection, Antivirus program, Action Centre/ Windows update notification, Date and Time Settings

10.3.5 Cortana in Windows 10



Cortana (fig. 10.11) is an intelligent voice-activated personal assistant. You can use it to get weather forecasts, set reminders, tell you jokes, send email, find files, search the Internet and so on.

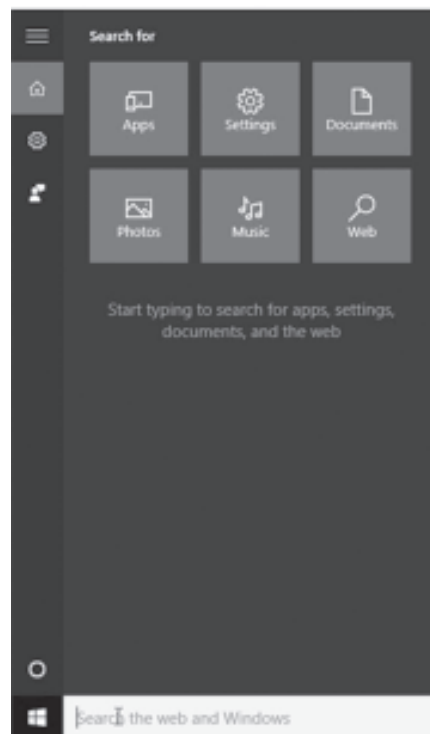


Fig 10.11 : Cortana in Windows 10

To get started, type a question in the search box on the taskbar. Or select the microphone icon and talk to Cortana.



Notes



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10.3.6 File Explorer

The File Explorer program, formerly known as Windows Explorer (Fig. 10.12), has been a core element of the operating system for decades. It helps you to work with files and folders on your OneDrive, PC, and network.

The **Quick Access** area, which by default is the first section of the Navigation Pane in the left-hand column, is essentially a “Bookmarks” bar for File Explorer. It shows both your most recently-accessed folders and “pinned” folders, folders that you manually assign to this area. You can do this with any folder in Windows: just right-click or long-press any folder on any screen, then click “Pin to Quick access.”

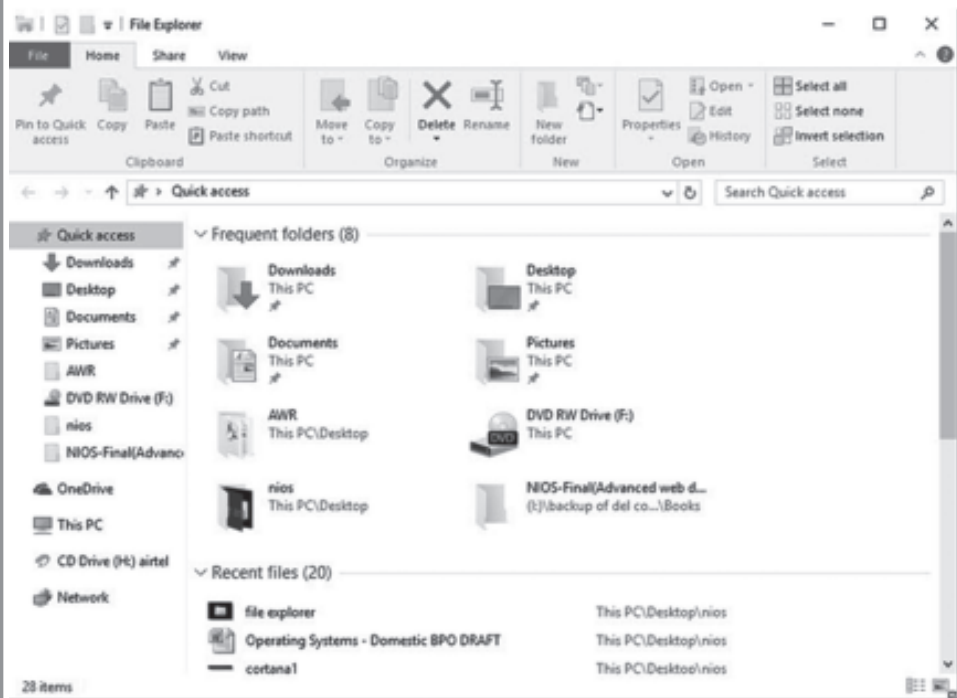


Fig 10.12 : File Explorer

OneDrive, Microsoft’s cloud storage service, gets a dedicated folder beneath the Quick Access area. Other folders on your computer are available in a tree view below OneDrive.

File Explorer has a search bar, just like most modern Internet browsers. It's an integrated part of Windows, but when you use the Search function in File Explorer itself, your search will be limited to the folder you currently have open (plus any files contained in folders inside that folder).

With Windows 10 **Share** feature (as shown in fig. 10.13), users have the opportunity to share their content with local accounts and the world at large, all from the same place.

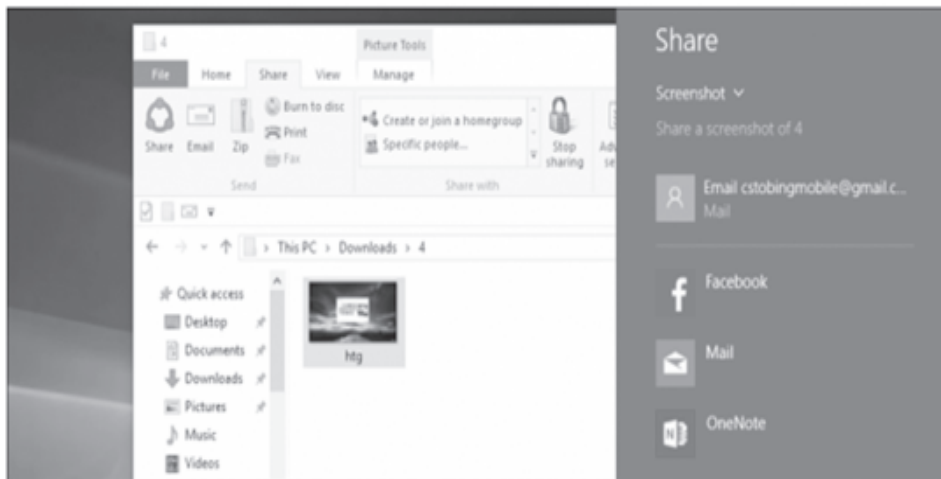
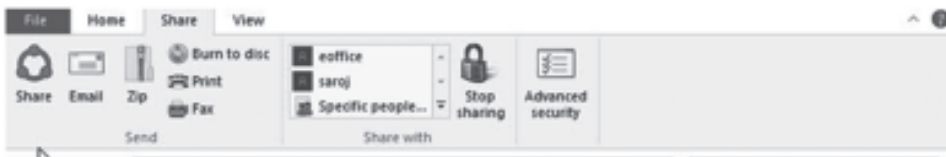


Fig 10.13: Windows 10 Share feature

Also windows explorer has the option to email pictures, documents, and files to anyone on your contact list in an instant.

10.3.7 Microsoft Edge -



Microsoft Edge, the new browser in Windows 10, is designed to deliver a better web experience. It's fast, compatible, and built for the modern web—designed to work the way you do and help you get things done through easy sharing, reading, discovery, and more.

10.3.8 Windows Defender

Windows Defender is the anti-virus software in Windows 10. The moment Windows 10 is installed, Windows Defender comes along with it. By default your system is being protected, so there's no need to download and install another anti-virus software right away. Windows Defender uses real-time protection to scan everything you download or run on your PC.



Notes



Notes



INTEXT QUESTIONS 10.1

- I. Fill in the blanks.
 1. _____ enables hardware and application software to perform together.
 2. Windows 10 provides _____ as the default antivirus program.
- II. Choose the best option.
 3. Which operating system is used by Apple manufactured computers?
 - (a) Windows 10
 - (b) Mac OS
 - (c) Linux
 - (d) Android
 4. 'Settings' item in the start menu can be used to _____.
 - (a) Power down the system
 - (b) Change logged on user
 - (c) Select a file
 - (d) To change the language
 5. 'Power' item in the Start menu can be used to _____.
 - (a) Power up the system
 - (b) Change the logged on user
 - (c) Select a file
 - (d) To restart the computer
 6. Logged in user can be changed from which item from the start menu?
 - (a) Power
 - (b) Logged in user account
 - (c) Settings
 - (d) File Explorer
 7. Where is the Cortana Box located?
 - (a) In the file explorer
 - (b) In the files section
 - (c) In the most used list
 - (d) In the task bar

8. Recently opened files be immediately accessed through_____.
- Settings
 - Most used Programs
 - Quick access
 - Logged in user account



Notes



WHAT YOU HAVE LEARNT

In this lesson you have learnt what is an operating system and most popular operating systems available in the market such as Mac OS, Linux, Android, iOS and Windows 10. Also You have learnt about, the Windows 10 Operating System and its various components like start menu, taskbar, cortana, file explorer, one drive, Microsoft edge, Windows defender.



TERMINAL EXERCISE

- Define Operating System.
- Explain the most popular Operating Systems available in the market.
- Write short notes on:
 - Cortana in Windows 10
 - File Explorer
 - Task Bar
 - Structure of Windows 10 Start Menu



ANSWERS TO INTEXT QUESTIONS

10.1

- Operating System
 - Windows Defender
- Mac OS
 - Change the language
 - to restart the computer
 - logged in user account
 - in the task bar
 - Quick Access



Notes

11

INTERNET AND E-MAIL

In previous lesson, you have learnt about operating system. In this lesson you will learn about Internet and Email. The Internet began way back in 1969 when it was called ARPANet (Advanced Research Project Agency Network) and was exclusively for military purposes. It soon merged with non-government and academic networks, which grew and eventually came to be called **Internet** in the year 1979. Today you know it as simply a “**network of worldwide computer networks**”. It is spread over 200 countries, used by about more than 3.3 billion people (data source- <http://www.internetlivestats.com/internet-users/>), in India- 462 million people uses it as in 2016. In the present age of Information Technology, you use the Internet as a medium for *accessing information on any topic* you imagine, for *buying products and services ON-LINE*. In this lesson we shall learn about Internet and its usage, types of internet connections, and terminologies used in Internet.



OBJECTIVES

After reading this lesson, you will be able to:

- define internet and its usage;
- explain different types of connections available to connect to Internet;
- describe the concept of Domain Name System;
- access different types of web pages, downloading files and software;
- use of various Internet services like chat, video conferencing, Social networking.

11.1 INTERNET

The Internet or simply the Net is a worldwide network of computer networks. It is an interconnection of large and small networks around the globe.

11.1.1 Applications of Internet

By using Internet facility you can:

- Exchange messages using e-mail (Electronic mail).
- Set up a site with information about your company's products and services.
- Do ON-LINE business, shopping, entertainment, education/learning etc.
- Transfer files as well as software.
- Browse through information on any topic on the web.
- Communicate in real time (chat, video conference) with others connected to the Internet.
- Carry out social networking.

11.1.2 Getting connected to Internet

To connect to the Internet you need a PC (personal computer) with requisite software including a browser, a telephone connection or a leased line, a modem, which allows the PC to communicate with the internet and thus with other computers.

Types of Internet Connections

You have to contact and signup with an Internet Service Provider (ISP) to connect to the internet.

Dial-up

Dial-up is the **basic type of connection** available from ISPs. In Dial-up connection, you use your computer, dial a phone number (provided by ISP) to get connected via modem to server at provider's end through which you access Internet. With this type of connection, you cannot use a phone line for phone calls while you are connected to the Internet. Dial-up connections are very slow (speed between 28 K and 56K) and are the oldest connections. The only real benefit of a dial up connection is that it is very economical for low amount of usage.

DSL

DSL stands for Digital Subscriber Line. It is an internet connection that is always "on". This effectively provides 2 lines so that your phone is not tied up when your



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computer is connected. There is also no need to dial a phone number to connect. DSL uses a router to transport data and the range of connection speed, depending on the service offered, is between 128K and 8 Mbps or even more. DSL is the most common form of home internet connection today and is also very popular for small businesses.

Cable Modem Broadband Connection

A cable modem can offer connectivity to the Internet over your *cable lines*. It is considered as one of the best types of Internet connections available now-a-days to the home user, they offer very fast and reliable connections with a fixed monthly fee. Cable line offers an extremely *high bandwidth* connection to the Internet, speed range from 512K to 20 Mbps.

Wireless

Wireless, or Wi-Fi, as the name suggests, does not use telephone lines or cables to connect to the internet. Instead, it uses radio frequency. Wireless is an always on connection and it can be accessed from just about anywhere. Speeds will vary, and the range is between 5 Mbps and 20 Mbps. It is more expensive than DSL and Cable.

Satellite

Satellite accesses the internet via a satellite in Earth’s orbit. The enormous distance that a signal travels from earth to satellite and back again, provides a delayed connection compared to cable and DSL. It is good for people who travel a lot or live in a very isolated location who are unable to get any of the other “normal” connection types. It tends to be the most expensive type of internet, and it is not very fast. Satellite connection speeds are around 512K to 2.0 Mbps.

Cellular

Cellular technology provides wireless Internet access through mobile phones. The speeds of this network will depends upon the service provider, but the most common are 3G and 4G speeds.



INTEXT QUESTIONS 11.1

- I. Choose the correct option.
 - 1. The first network before Internet that was exclusively used for military purposes called as:
 - A. Intranet
 - B. Usenet
 - C. Extranet
 - D. ARPANet

2. Internet is _____.
 A. Network of networks B. Website
3. ISP stands for _____.
 A. Internet service provider B. Internet system provider
 C. Internet System Policy D. Internet Service Policy
4. The most common basic type of Internet connection is:
 A. Dialup B. Wireless(Wi-Fi)
 C. DSL D. Cable Modem



Notes

11.1.3 How does the Internet work?

The thing that characterizes the Internet is how data is transferred from one computer to another. Did you ever wonder what magical things go on behind the scenes that result in a web page being displayed on your screen seconds after you request it? How does the data get from one side of the world to another?

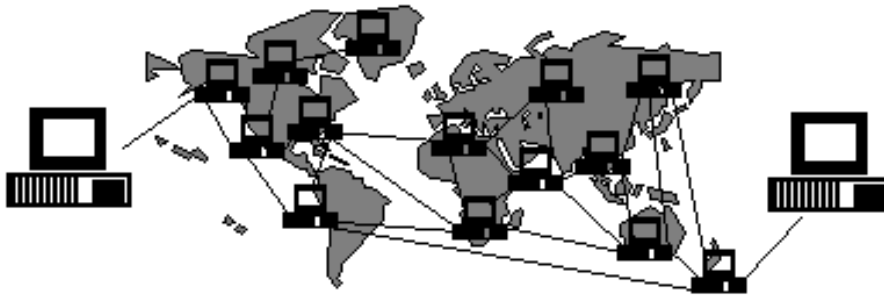


Fig. 11.1: Data transfer from one side to slide

Here's what happens to a piece of data (e.g. a web page) when it is transferred over the Internet:

- Piece of data is broken up into **packets**.
- A **header** is attached to each packet that explains where it came from, where it should end up and how it fits in with the other packets.
- Each packet is sent from one computer to another computer until it finds its way to its destination.
- At the destination, the **packets are examined**. If the packets are missing or damaged, a message is sent asking for those packets. This continues until all the packets have been received intact.
- The packets are **reassembled** into their original form.



Notes

Each computer connected to the Internet has software called **TCP/IP** (Transmission Control Protocol/Internet Protocol), which is responsible for receiving, sending and checking packets.

11.1.4 Internet Terminology

World Wide Web (WWW)

The World Wide Web (“WWW” or simply the “**web**”) is a collection of electronic documents (called web pages) that are linked together like a spider web. These documents are stored on computers called **servers** located around the world.

Web Page

A **web page** is an electronic document written in a computer language called **HTML** (Hypertext Markup Language). Web pages can contain text, graphics, video, animation, and sound, as well as **interactive features**, such as data entry forms.

Each page has a unique address known as a **URL** (Uniform Resource Locator) that identifies its location on the internet. Web pages usually contain **hyperlinks** to other web pages. Hyperlinks identify the URL to enable easy access.

Website

A **website** or **site** is one or more web pages, belonging to a particular company, university, government or an individual. The first page is called as **home page**, which acts as an index, indicating the content on the site. Home page of any website will have the hyperlink of other webpages of that particular website .

Web Server

A Web server is a computer that:

- Stores web pages.
- Responsible for accepting request(s) from users and serve them with web pages.

Some important web server programs are: **IIS** (Internet Information server), **Apache**, etc. Web servers are connected to the Internet *24 hours a day, seven days a week*.

Hyperlink

Hyperlink, an element in an electronic document that links to another place in the same document or an entirely different document or other resource.

Hyperlinks usually appear as underlined text and in a different color, but they may also appear as graphics, such as buttons to click. Hyperlinks may link to different place in the same web page or to a different web page, to play an audio or video file, to download a file or document, to set up a message to an e-mail address, and to link to other Internet resources.



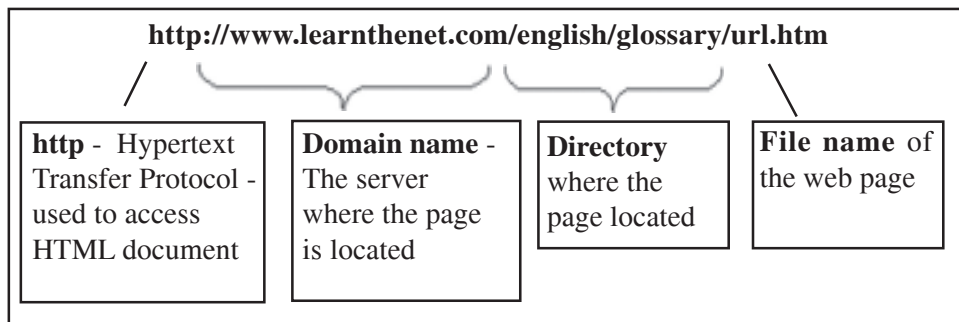
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HTML (Hypertext Markup Language)

Hypertext Markup Language is a language that consists of certain keywords called 'Tags', used for writing the documents on the web.

URL (Uniform Resource Locator)

Every page on the web has a unique address, called Uniform Resource Locator (URL). A URL indicates where the web page is stored on the Internet. A sample URL might look like the following:



IP (Internet Protocol) Address

Internet Protocol Address (or IP Address) is a unique address that computing devices such as personal computers, tablets, and smartphones use to identify itself and communicate with other devices in the IP network. Any device connected to the IP network must have a unique IP address within the network. The IP address is a unique address, generally written in the format **xxx.xxx.xxx.xxx**, **xxx** represents a **3 digit number** that varies between **0** and **255**. For Example: **192.100.8.56**

To view your IP address you can use the ipconfig (IPCONFIG) command line tool. To launch the command prompt from a Windows-based computer click: *Start > All Programs > Accessories > Command Prompt*. Type *ipconfig* and press the *Enter* key.



IN-TEXT QUESTIONS 11.2

- I. Choose the correct option.
 1. The Computer system that stores web pages, responsible for accepting request(s) from users and server them with web pages is known as:

A. Web Server	B. Web browser
C. Client Server	D. Database Server



Notes

2. Each page on the Internet has a unique address that identifies its location on the server called as:

A. Web Page	B. Host Address
C. DNS	D. URL
 3. An electronic document on the net is:

A. Web Page	B. Web Site
C. Document	D. HTML
- II. State True or False.
1. World Wide Web, also referred as Web
 2. ipconfig is the command line tool used to view IP address of a computer system

11.1.5 DNS (Domain Name System)

Every host (computer linked to Internet) has a unique host number called *IP address*. You can connect to any host through IP address only, but it is difficult to remember the 4-digit number of hosts. To resolve this, domain-name is the only solution. **Domain name is a unique name of the individual host site on the Internet.** With this every computer on the Internet now has both a **domain name** and **IP address**. To connect to any host through domain name requires some mechanism that will convert your domain name into IP address.

DNS, Domain Name System is the standard for resolving names to addresses. It is used mostly to *translate between domain names and IP addresses*. DNS is like a directory.

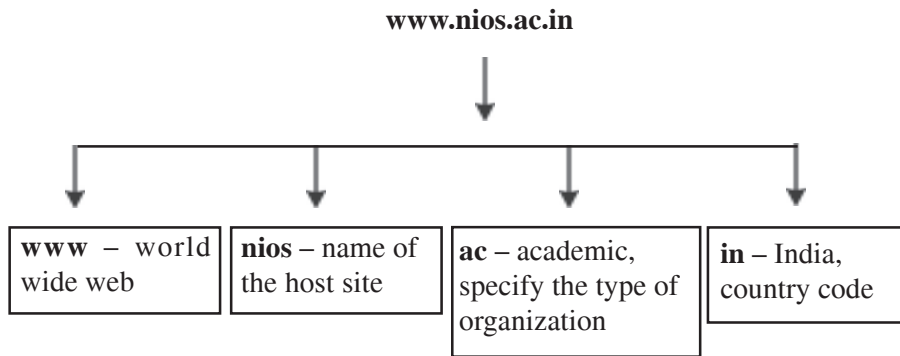
UNDERSTANDING INTERNET ADDRESS

Addresses are just what they sound like a way to identify an area of the Net or an individual on the Net uniquely. The truest (and most accurate) analogy would be to your home address. This address, when provided fully, it uniquely identifies where you live. If someone wants to either send you something or visit you, they must know your address. It is the same way on the Internet. If someone wants to send you something, such as e-mail, they must know your address. If someone wants to retrieve something from a computer on the Internet, they must know the **Domain name** (unique name to identify a host on the Internet) or the **IP address** of the computer.

For instance, **www.nios.ac.in** is the domain name of a host computer named **nios** in the academic area (**.ac**) belongs to geographical domain India (**.in**).



Notes



As you read in from the right, the name gets more specific until you reach the name of the individual host computer. The right most (in the above example **.in** - country code) represents either a type of organization or a country. Example: **www.yahoo.com** (**.com** – commercial organization)

Various Organizational and Geographical domains are as follows:

Organizational Domains

Typically, the highest level (**rightmost**) part of the full domain is a code indicating the *type of organization* to which domain belongs. There are different organizational domains indicated below:

Domain	Purpose
ac	academic institutions
com	Commercial entities
edu	Educational institutions
gov	Government institutions
net	Network resources
org	Non-profit organizations

Geographic domains

This represents to which country the domain belongs. This code consists of only two characters, which represent the international country codes. A few common ones are:

Domain	Country
au	Australia
in	India
jp	Japan
uk	United Kingdom
us	United States



Notes

11.1.6 Web Browser

A **web browser** is the software program, used to access the **World Wide Web**. A browser (also known as **client software**) retrieves data from remote web servers and displays a web page. Through this tool *user sends their request* to Internet server to access the information, *Server processes the request and responds with required information as a web page* to the user. The most popular browsers are Mozilla Firefox, Google Chrome, Microsoft Internet Explorer and Microsoft Edge (in Windows 10).

The steps for connecting to a website are shown in fig. 11.2 and explained further.

1. Types a URL for a website in browser say `www.nios.ac.in`.
2. Your browser attempts to make a connection and sends the request to web server.
3. The web server receives and processes the request.
4. The web server responds to the request with the home page of the website.
5. The webpage is displayed by your browser and the connection between the server and your browser is closed.

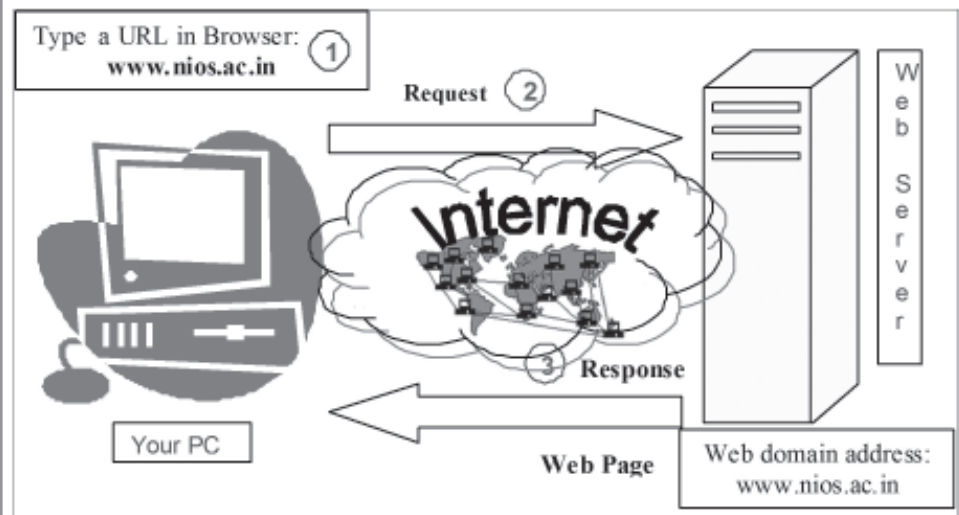


Fig. 11.2: Interaction between a Web browser and a Web Server

Mozilla Firefox

To open browser **Mozilla Firefox**: click on *start* → *All Programs/Apps* → *Mozilla Firefox*

Type web domain address: www.nios.ac.in in the address bar as shown in Fig. 11.3.



Fig. 11.3 : Web browser

11.1.7 Search Engine

The Internet provides quick access to all sorts of information. A search engine is a software designed to find information stored on a computer system such as the World Wide Web, or a personal computer. The search engine allows one to ask for content with specific criteria (typically those containing a given word or phrase) and retrieving a list of references that match those criteria.

Some of the important search engines are:

Google (<http://www.google.com>), **Yahoo** (<http://www.yahoo.com>), etc.

Some simple tips that you can use to get the best search results are:

- Do not get stuck on one search term or word or phrase. If your first search does not give you the type of results you are looking for, try with different words or different phrases.



Notes

Scroll Bar

Web Page



Notes

- To search the exact words in the resulting pages, use quotation marks around a phrase in the search box.
- Keep in mind that most search engines work with AND as the default operator; this means that any words you enter in the search box *must* exist on the resulting pages.
- Including a hyphen before a word means that pages that include that word will be omitted from the search results. So if you search for: wise -geek, you will be given pages that include the word ‘wise’ but exclude the word ‘geek’
- The order of the words you enter into the search box affects results, so try to enter the most important word first.
- Case is generally irrelevant for searches, so searching for wisegeek or wiseGEEK will provide identical results.
- You can enter math equations such as 33/4 and search engine will provide the answer.
- You can enter a unit conversion such as 33 Celsius in Fahrenheit and search engine will provide the answer.

11.2 E-MAIL (ELECTRONIC MAIL)

E-Mail or Electronic Mail is a paperless method of sending messages, letters, video and graphics from one person to another or many people at the same time via Internet. E-mail is very fast, easy and much cheaper, takes only a few seconds to arrive at the destination. It works 24 /7 i.e., 24 hours a day and seven days a week. There are many free web-based e-mail services also available on the Internet.

A few among them are:

YAHOO! Mail (<http://www.mail.yahoo.com>), **Gmail** (<http://www.gmail.com>) , **Rediffmail** (<http://www.rediffmail.com>) , etc.

How does the E-Mail work?

E-mail passes from one computer, known as a **mail server**, to another as it travels over the Internet. Once it arrives at the destination mail server, it’s stored in an electronic mailbox until the recipient retrieves it. This whole process can take seconds, allowing you to quickly communicate with people around the world at any time of the day or night.

Sending and Receiving Messages

To receive an e-mail, you need an account on a mail server. This is similar to having a street address where you receive letters. One advantage over regular mail is that you can retrieve your e-mail from anywhere in the world, provided that you have Internet access. Once you connect to your mail server, you just download your messages to your computer or wireless device.

To send e-mail, you need a connection to the Internet and access to a mail server that forwards your mail. The standard protocol used for sending Internet e-mail is called **SMTP**, short for **Simple Mail Transfer Protocol**. It works in conjunction with **POP** servers. POP stands for **Post Office Protocol**. When you send an e-mail message, your computer routes it to an SMTP server. The server looks at the e-mail address (similar to the address on an envelope), and then forwards it to the recipient's mail server, where it is stored until the addressee retrieves it. You can send e-mail anywhere in the world to anyone who has an e-mail address.

Components of an E-Mail Address

Internet e-mail addresses typically have two main parts:

XYZ.ABC@gmail.com

First there is the **User ID** (xyz.abc) that refers to the recipient's mailbox. Then there is a symbol @ (read it as "at the rate"). Next comes the **host name** (gmail), also called the **domain name**. This refers to the **mail server**, the computer where the recipient has an electronic mailbox. It is usually the name of a company or organization.

The end of the **domain name** consists of a dot (".") followed by three or more letters (such as **.com** and **.gov**) that indicate the **top-level domain** (TLD). This part of the domain name indicates the type of organization or the country where the host server is located.

Web-based E-Mail

With a web-based e-mail account, you can do it from any computer connected to the Net, anywhere on earth.

To send and receive an e-mail, you need an Internet access and a web browser. To access your e-mail, log on to the website by entering your user name and password. You can read your messages, send replies, forward messages, and send and view attachments. Most services offer online address books to store your e-mail addresses and contact information.



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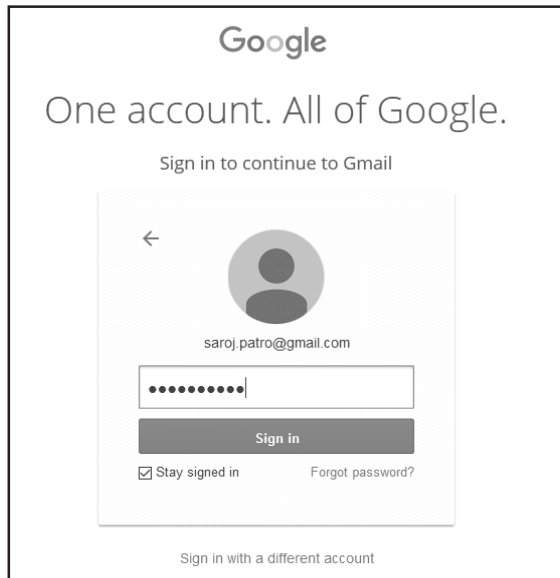
Setting Up an Account

Creating a new e-mail account takes only a few minutes. You will have to provide information about yourself and choose an username and password. Your username or ID becomes part of your e-mail address. If you open a gmail account and choose “xyz.abc” as your ID, your address becomes “xyz.ab@gmail.com.” User names can use letters and numbers, such as “pkp2006,” cannot contain any space, and are limited in length, depending on the service.

How to send, read and reply to E-Mails

- Type in the web address of your mail provider e.g. www.gmail.com – then click on Sign In to log into mail by using your user ID and password.

Window to access Gmail



Window after Successful Gmail Login

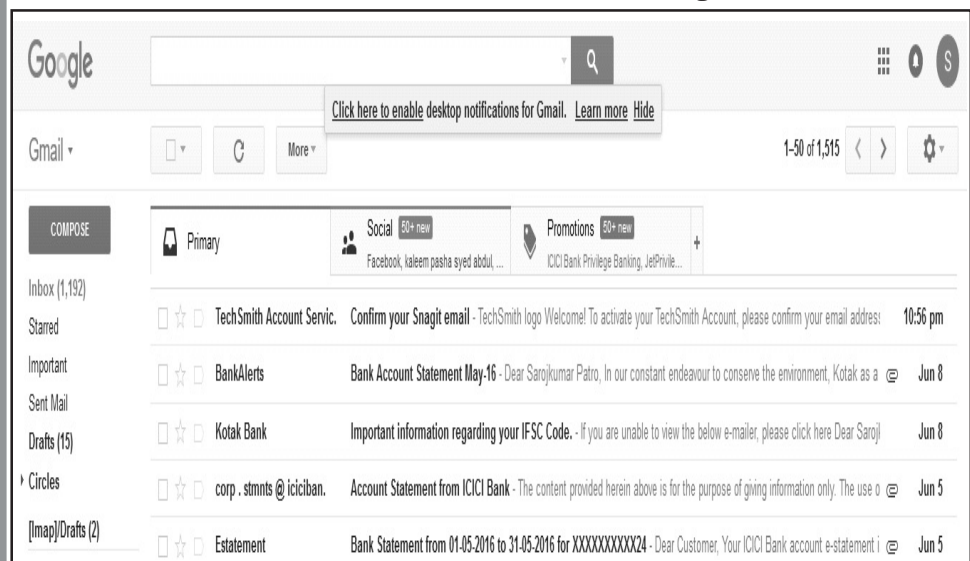


Fig. 11.4 : Gmail Login window

Sending a message

- Click on **Compose** button. It follows the screen as shown in Fig. 11.5.

E-mail messages are similar to letters, with two main parts:

The **header** contains the name and address of the recipient, the address of anyone who is being copied, and the subject of the message.

The **body** contains the message itself.

In header section:

- Type the **e-mail address of the recipient in the “To:” field**. For more than one person, e-mail id should separate by commas. *At least one.*



Notes

Send message

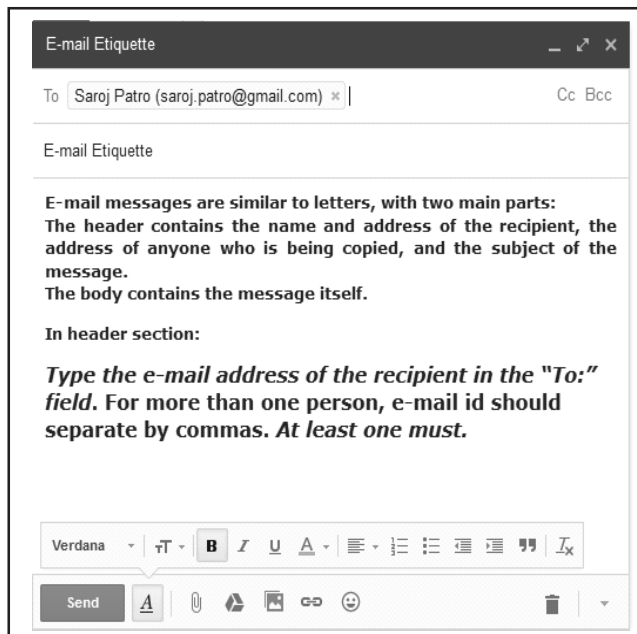


Fig. 11.5 : Compose a mail

- Type the **recipient’s address in the ‘To’ field**.
- Type **subject of your message** in the “**Subject:**” field.
- Use the **large text box** to enter the **contents of your message**.
- In the “**cc:**” field, enter the email address of those to whom you would like to send a “**carbon copy**” of your message. All other recipients of that message will be able to see that the person you designed as a “cc:” has received a copy of the message.
- In the “**Bcc:**” field, enter the email address of those to whom you would like to send a “**blind carbon copy**” of your message. This is almost similar to the “Cc:” feature, except that “Bcc:” recipients are invisible to the “To:” and “Cc:” recipients of the message as well as to each other.
- Click on **Attach files** for **attaching file(s)** and **Insert Photos** to **include Photos** if required.
- Click on **send button** to send the message.



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Reading and Replying to a message

- Click on the **Inbox** to Read/Reply a message. It follows the screen as shown in (fig. 11.6):

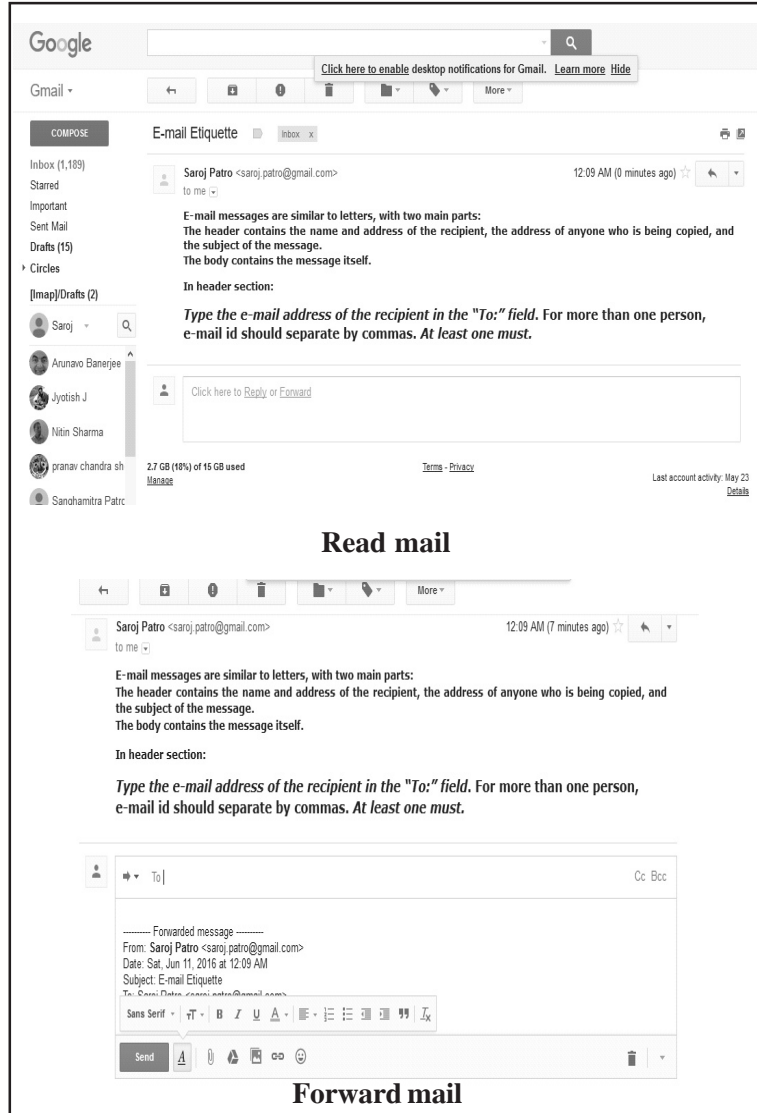


Fig. 11.6 : Read and Reply

- Click on the **subject** of the message to read.
- One can Reply/ Forward the message by clicking appropriate button.

11.2.1 E-mail Etiquette (Do’s and Don’ts)

Following etiquetes should be followed while working with four E-mail accounts.

Do’s	Don’ts
1. Make sure your e-mail includes a greeting and closing. GREETINGS	1. Don’t write in ALL CAPS., it reflects shouting emphasis.



Notes

<ul style="list-style-type: none"> • Dear Sir/ Madam, • Dear Mr/ Ms • Dear Dr <p>(Note: First names are NOT used. Using Miss or Mrs to address a woman is not appropriate, as you don't know whether she's married or not, salutations are followed by a (,) comma,)</p> <p>CLOSINGS</p> <ul style="list-style-type: none"> • Yours faithfully, Yours sincerely, With Best Regards. 	<ol style="list-style-type: none"> 2. Don't use multiple font colors, fancy fonts, pattern background that makes your mail harder to read. 3. Don't open an attachment from someone you don't know. Attachment may contain a virus file that affect your system. 4. Don't send an email out of anger. 5. Don't share password over email. 6. Don't deliver a negative message by email. 7. Don't include incorrect or broken links. 8. Don't use the reply all button at will, only reply to those who are intended for. 9. void the back-and-forth email conversation. If you have to reply more than twice, you should probably speak to individual. 10. Don't hesitate to say thank you.
<ol style="list-style-type: none"> 2. Include addresses in the To: field for those who you would like a response from. Include addresses in the Cc: field person to whom you are just informing. 3. Make sure your name is displayed properly in the From: field. 4. Be sure the Subject: field accurately reflects the content of your email. 5. Do keep your emails short and to the point. 6. Use the spell checker. Never send email with spelling errors 7. When sending large attachments, always "zip" or compress them before sending. 8. Do provide a signature, contact information and company website. Use the auto-signature option in email. 9. Be more polite than when you speak. 10. When you are out of the office, set up an automatic response that lets people know you are not responding to your email Always maintain decorum and discipline. 	

11.3 SERVICES PROVIDED OVER INTERNET

Social Networking

Social networking is the use of internet-based social media programs to make connections with friends, family, classmates, customers and clients. Social networking can be done for social purposes, business purposes or both. The programs show the associations between individuals and facilitate the acquisition of new contacts. The most popular Social networking sites include **Twitter, Facebook, Google+** and **LinkedIn** .

Twitter

This is one of the fastest-growing networks. You follow people you know or in whom you are interested, they follow you, you exchange brief text-only messages. If you



Notes

say something interesting, one of your followers might 're-tweet' it, which means repeating it and saying who said it. So, some of their followers might start to follow you too, and that's how you meet new people.

Facebook

Unlike Twitter, you get a page on the web and can use this for longer bits and pieces. You can upload pictures, videos, play games, whatever you want to do. There are Facebook applications for reviewing books, reviewing films, areas for private messages and for more open discussions.

Google+

Abbreviated as **G+**, **Google+** is a social networking service made available for invite-only June 28, 2011.

Below are some of the current key features of Google+.

- **Circles** - Section that allows each of your friends, family, acquaintances, and others you know to be broken into groups allowing you share, communicate, and view only your interests.
- **Hangouts** - Video chat where up to 10 people can get together and talk with each other.
- **Huddle** - An Android, iPhone, and SMS feature that allows users to communicate only within a circle.
- **Instant uploads** - Android phone feature that automatically uploads photos and video to a private album that allows for easy sharing later.
- **Sparks** - Section that allows you to search by content your interests. For example, a spark for "computers" or "computer hope" could be created.

LinkedIn

This is somewhat like a Facebook for professionals. This is a network for contacting and keeping in touch with work colleagues. You may only contact people who are a friend of a friend, or a friend of a friend of a friend, and so forth.

Instant Messaging

Abbreviated **IM**, a type of communications service that enables you to communicate with another individual in real time over the Internet, Basically **Instant messaging (IM)** is a type of online chat which offers real-time text transmission over the Internet. However more advanced instant messaging can add file transfer, clickable hyperlinks, Voice over IP, or video chat. Most popular IM software's are **Skype**, **WhatsApp**, and **Yahoo! Messenger**.

Skype (www.skype.com)

Skype is a computer program that can be used to make free video or voice calls over the Internet to anyone else who is also using Skype. It's free and considered easy to download and use, and works with most computers. Once you download,

register and install the software, you will need to plug in a headset, speakers or USB phone to start using Skype. Also, Skype enables file transfers, texting, screen sharing, video chat and video conferencing. The service is available for desktop computers, notebook and tablet computers and other mobile devices, including mobile phones.

WhatsApp

WhatsApp has become the most popular instant messaging app for mobile devices, connecting more than a billion people worldwide. Using WhatsApp we can share instant messages and multimedia files for free, and more interestingly, can have unlimited wire calls. The app works on nearly all smartphone models and works on Wi-Fi, 3G and 4G networks.

eLearning

“e-Learning can be defined as ‘learning facilitated and supported through the use of information and communications technology’. e-learning’ essentially covers the use of computers and technology as a vehicle for knowledge exchange within teaching and learning.

The benefits of eLearning:

- The ability to provide distance learning (learning not on campus)
- A blended learning/teaching approach (using face-to-face and technology)
- The use of technology to support a wide range of educational activity.

On-Line Shopping

Online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. It is convenient, faster and sometimes also cheaper. For instance, rather than standing in a long queue and waiting for your turn to purchase a ticket, people are finding it simpler to log on to a website and buy it. In some instances, you may have to pay a premium for an online purchase but it is still preferred because the convenience factor is higher.

Most Popular category for On-Line Purchases:

irctc.co.in - The site of the Indian Railways, where train tickets can be purchased online.

Makemytrip.com – for Flight tickets, Hotels, Holiday Packages, Bus and Train / Railway Reservations for India & International travel.

amazon.com - the online bookstore extended to multipurpose store

flipkart.com – on line shopping store of various products



Notes



Notes



IN-TEXT QUESTIONS 11.3

Choose the correct option.

1. _____ is a unique name of the individual host computer on the Internet.

A. Domain Name	B. URL
C. IP Address	D. All
2. The domain is used for commercial purpose:

A. .com	B. .comm
C. .edu	D. .net
3. _____ is a software program used to access World Wide Web.

A. Web Browser	B. IP Address
C. Web Site	D. gmail
4. Take the odd item out.

A. Yahoo Mail!	B. Hotmail
C. Gmail	D. Google
5. The most popular instant messaging app for mobile device is:

A. Skype	B. Face book
C. WhatsApp	D. LinkedIn



WHAT YOU HAVE LEARNT

In this lesson you learnt about Internet and its various usage in personal and professional life. We discussed the overview of Internet and its functioning, different type of internet connection and its suitability of usage for different purposes. Also various terminologies used in internet world with its application such as searching for anything and everything in internet, e-mailing, on-line shopping, messaging, chatting and communicating with others(Audio and Video) using various apps are explained.



TERMINAL EXERCISE

1. What is Internet? How does it work?
2. What are the prerequisites to connect to the Internet? Explain the different types of connections available to get connected to Internet.
3. Explain Internet Addressing Schemes and Domain Name System.
4. Explain the following terminologies used in Internet; WWW, Hyperlink, Web page, Website and URL.

5. Yahoo and gmail offer free-email registration. Go to any of these sites and open an email account in your name. Send an email to a friend whose address you know.
6. What do you mean by a search engine? What are the two important search engines available on the Internet? What are basic tips to use to get the best results while searching?
7. Explain Do's and Don'ts in email communication.
8. Describe five popular online services available over Internet.



Notes



ANSWERS TO IN-TEXT QUESTIONS

11.1

1. D. ARPANet
2. A. Network of networks
3. A. Internet Service Provider
4. A. Dialup

11.2

- I. 1. Web Server
2. D. URL
3. A. web page
- II. 1. True 2. True

11.3

1. A. Domain Name
2. A. .com
3. A, Web Browser
4. D. Google
5. C. WhatsApp