

# ○ ENG301 Subjective Files

Describe in some detail different types of quantitative and qualitative researches.

## Qualitative research

It explores attitudes, behavior and experiences through such methods as interviews or focus groups. It attempts to get an in-depth opinion from participants.

## Quantitative research

It generates statistics through the use of large-scale survey research, using methods such as questionnaires or structured interviews.

Qualitative approach:

It includes historical research and qualitative research;

It collects narrative data to gain insights into phenomena of interest;

Data analysis includes the coding of the data and production of a verbal synthesis.

### Quantitative approach:

1. It is categorized with descriptive research, Correlational research, and experimental research;
2. It collects numerical data in order to explain and predict phenomena
3. Data analysis is mainly statistical.

## Types of Quantitative Researches

**Descriptive:** Descriptive research involves collecting data in order to test hypotheses or answer questions concerning the current status of the subjects of the study. It determines and reports the way things are.

**Correlational:** Correlational research attempts to determine whether and to what degree a relationship exists between two or more quantifiable variables. The relationship is expressed by correlation coefficient, which is a number between 0 and 1. like we you it stock analysis etc .

**Cause-comparative:** it establishes the cause effect relationship, compares the relationship, but the cause is not manipulated.

**Experimental:** Experimental research establishes the cause effect relationship and does the comparison, but the cause is manipulated. The cause, independent variable makes the difference. The effect, dependent variable is dependent on the independent variable.

## Types of Qualitative Researches

**Historical:** Systematic collection and objective evaluation of data related to past occurrences in order to test hypotheses concerning causes, effects. Those events may help to explain present events and anticipate or visualize the future events.

## ○ ENG301 Subjective Files

**Case study:** Attempts to shed light on phenomena by studying in depth a single case example of the phenomena. The case can be an individual person, an event, a group, or an institution.

**Ethnography:** Focuses on the sociology of meaning through close field observation of socio cultural phenomena. Typically, the ethnographer focuses on a community like different cultural groups etc.

Question: Write down a collection letter to an electronic company?

**Dear Mr. Usman,**

Our Collection Department has informed me of their intention to file suit as you have failed to answer any of our requests for payment of Rs.5000/-, which is now 4 months overdue.

Before taking this action, however, I would like to make a personal appeal to your sound business judgment. I feel certain that, if you telephone me, we can devise some means to settle this matter out of court.

Therefore, I ask that you get in touch with me by the 25th of the month so that I may avoid taking steps which neither of us would like.

Truly yours,

XYZ

**Write a letter granting adjustment to your customer about the new rain coat, which is much better in quality and guarantee, is of one year?**

Dear Customer,

Your new rain coat is being shipped today and you will receive it in a few days.

Thank you for returning the old one. You will find that the new rain coat is made of vinyl-coated nylon which is water resist and it will help you in raining. It has a much better quality and its guarantee is of one year.

When you need other related products, please feel free to contact with us. We will be happy to hear from you in future.

Yours sincerely,

Ahmad Naeem,

Sales manager

**To make oral presentation, make developed and analyzed audience demand in presenting oral communication**

**A. Determine audience size and composition**

1. Estimate how many people will attend.
2. Consider whether they have some political, religious, professional, or other affiliation in common.
3. Analyze the mix of men and women, age ranges, socioeconomic and ethnic groups, occupations, and geographic regions represented.

# ○ ENG301 Subjective Files

Predict the audience probable reaction.

## **B. Predict the audience's probable reaction**

1. Analyze why audience members are attending the presentations
2. Determine the audience's general attitude toward the topic: interested, moderately interested, unconcerned, open-minded, or hostile.
4. Analyze the mood that people will be in when you speak to them.
3. Find out what kind of backup information will most impress the audience: technical data, historical information, financial data, demonstrations, samples, and so on.
4. Consider whether the audience has any biases that might work against you.
5. Anticipate possible objections or questions.

## **C. Gauge the audience's level of understanding.**

1. Analyze whether everybody has the same background and experience.
2. Determine what the audience already knows about the subject
3. Decide what background information the audience will need to better understand the subject.
4. Consider whether the audience is familiar with your vocabulary.
5. Analyze what the audience expects from you.
6. Think about the mix of general concepts and specific details you will need to present.

**Question No: Describe how the oral presentation becomes affectively? Explain and reasons?**

### **Successful Oral Presentation**

An oral presentation creates mutual understanding between audience and speaker so you will have to give yourself some time to improve your oral presentation skills. For oral presentations, you need the different steps to be effective in your oral presentation.

1. Stages for preparing oral presentations.
2. Types of oral presentations.
3. Art of delivering the oral message.
4. Delivering the speech.
5. Nonverbal delivery.

Three main steps

The Three Step Oral Presentation Process

Regardless of your job or the purpose of your presentation, you will be more effective if you adopt an oral presentation process that follows these three steps:

1. Planning your presentation
2. Writing your presentation
3. Completing your presentation

# ○ ENG301 Subjective Files

The content and style of speeches and presentations vary, depending on your purpose.

## Planning Oral Presentation

Planning oral presentations is much like planning any other business message: it requires analyzing your purpose and your audience, investigating necessary information, and adapting your message to the occasion and your audience so that you can establish a good relationship.

The four basic purposes for giving a presentation are to inform, to persuade, to motivate, and to entertain. Here are sample statements of purpose for business preventative.

## What is case study research?

**Case study is a research** method which is used for investigation of contemporary phenomenon within its real life context. I.e. where the evidences are much more and the relation between phenomena and context are not clear.

**Claim letter** is written by customer to the company when the customer is not satisfied from the product or there is some problem in the product. So he writes a claim letter which complains against the company about the problem.

**ANSWER: Interview:** A job interview is a formal meeting of employer and applicant in which both exchange information to learn about each other.

**Sequence of Interview:** In a typical selection process an applicant has to undergo many interviews before s/he gets the job. The stages of interview through which an applicant may have to undergo are as follows:

- **Screening stage:** Interview at this stage is more structured.
- **Selection stage:** This is the best stage for an applicant to show his interest in job by relating skills to job requirement and organization's needs.
- **Final stage**

**Types of Interviews:** There are various types of interviews used by organizations according to their needs. Some of them are as follows:

- **Structured Interview:** Such interview is mostly conducted at screening stage. In this type of interview employer controls the interview by asking already prepared questions in an order. It is a poor measure of applicant's personal qualities but it also creates uniformity in hiring process.
- **Open-ended interview:** It is a less formal and unstructured form of interview in which interviewee encourages the applicant to speak more and freely in order to get to know about his personality and professionalism. Some of the applicants reveal too much about their personal and family problems which is of no interest to employers and which have nothing to do with their skills and qualifications.
- **Stress Interview:** It is the best type of interview which helps interviewee to see how candidate handles himself under pressure. It is the most unnerving type of interview. Stress can be created by unsettling the candidate through criticism, interruption or hostile reactions.
- **Situational Interview:** This interview is specifically about the job. Under this type of interview candidates are given certain job conditions and have to tell how they will handle such a situation.
- **Group Interviews:** In this type of interview interviewees meet several candidates simultaneously. This is the best type of interview to judge the inter-personal skills of a candidate.
- **Video Interview:** Another form of interview done by employers in order to cut down traveling costs. Video conferencing system is used to conduct this interview and candidates have to prepare themselves differently for this interview.

# ○ ENG301 Subjective Files

**Negotiation** is a process in which parties try to resolve any sort of differences and reach a mutual agreement. There are four basic strategies of negotiation:

- **Win-Win Strategy:** It is a form of negotiation in which both parties are satisfied and needs of both parties are met. To get to this negotiation parties need to have good communication and problem solving strategies
- **Win-Lose Strategy:** A form of negotiation strategy in which the party who initiates the conflict wins at the expense of other party. This can be sometimes done by using confusing presentation or style of speech and body movement which causes other party to be in trouble and may lead it to withdraw.
- **Lose-Win Strategy:** A form of negotiation in which initiator is dissatisfied and the other is satisfied.
- **Lose-Lose Strategy:** In win-lose and lose-win strategies since one of the party is dissatisfied so such negotiations result in a deadlock a situation in which neither party is satisfied with negotiation and hence produces a lose-lose scenario in which both parties are rigid enough to collaborate.

What is the difference between CV n resume?

Answer: The primary differences between a resume and curriculum vitae (CV) are the length, what is included and what each is used for. A resume is a one or two page summary of your skills, experience and education. While a resume is brief and concise - no more than a page or two, a Curriculum Vita is a longer (at least two page) and more detailed synopsis.

A Curriculum Vitae includes a summary of your educational and academic backgrounds as well as teaching and research experience, publications, presentations, awards, honors, affiliations and other details. In Europe, the Middle East, Africa, or Asia, employers may expect to receive curriculum vitae.

What are qualities of good negotiator?

Good negotiator's verbal and nonverbal communication is open, confident and oriented to the needs and concerns of both parties.

What are the main points in writing the memorandum?

## **Writing Memorandums**

There are usually three main parts to a memorandum:

1. The heading
2. The subject and date
3. The message

Write a letter to a manager of your company as a supervisor to do something to boost up the moral of the employees?

Question Describe negotiation briefly

**Negotiation** is a process in which two or more parties try to resolve their conflicts. It is done to reach a mutual agreement. Good negotiation is one in which negotiators collaborate and produce a satisfactory solution for both parties.

Question No: Describe Bibliography?

## **Bibliography**

A bibliography is a list of source materials on a particular subject. In a formal report it shows what

# ○ ENG301 Subjective Files

books and other library materials were consulted and it includes all the works mentioned in the footnotes. As part of the reference matter, it follows the appendix or appendices.

Question No: What is the Question & Answer Stage in the interview?

## **The Questions and answer stage**

Questions and answers will consume the greatest part of the interview. The interviewer will ask you about your qualifications and discuss many of the points mentioned in your resume. You'll also be asking questions of your own. Paying attention to both verbal and nonverbal messages can help you turn the question and answer stage to your advantage

Question No: What is research proposal and Business proposal?

## **Research Proposal**

A research proposal is usually academic in nature professors as school for which the work, desire to obtain grant in response to a request or an announcement from the government or other agency. Academic institutions submit most research reports.

## **Business Proposal**

In length, proposal may be similar to other report, short or long and normal. Like reports proposal may be solicited or unsolicited while writing a solicited business proposal remember you most likely to have many competitors also bidding for that contract.

Question No: How you will give presentation on cell-Phone?

## **Presentation on cell phone**

Welcome everyone

Mention handouts /graphics

Introduce the subject of the presentation

Outline the purpose and structure of the presentation

Present some statistics

Tell a personal anecdote

Sum up the statistics and their significance

Comment on market trends

Outline the major benefits of the new cell phone models

Invite questions

Sum up the main benefits of the new cell phone machines

Thank and conclude

# ○ ENG301 Subjective Files

Question How you will stimulate the reader action in sales letter?

## **Stimulate the Reader to Action**

To motivate the reader to act within a certain time, you can use one or more of the following methods:

1-You don't have to send any money right now. Take moment to fill in the postpaid order card and drop it into mail. Your **Asia Today** will be shipped the day after we receive your order.

2-Offering a special discount

## **2. why necessary to read some one else proposal**

To comprehend a Market Report fully, it is necessary to read it carefully. Sometimes even an educated person faces difficulties to understand it. More practice is required to understand a market report. One should specially note the nature of report (daily, weekly, monthly or annual) the nature of commodity, volume of business and the trend of the market.

## **3. thinking stage of research**

Brainstorm your ideas first. Then decide which ideas are more relevant and appropriate to your audience and to your objective. Carryout any research that is necessary. Be selective, your first list of ideas may be disorganized. Later you can select those ideas that are workable. Don't think this initial structure will be your final version.

## **4. why credit collection is important for consumer, manufacturer or producer**

6. Collaboration in negation

**Collaboration** involves people cooperating to produce a solution satisfactory to both parties (win-win). It improves personal relationships and allow the exploration of new ideas. Permanent solutions and commitment to them can be achieved this way. On the other hand, it is time-consuming and demands good negotiating skills on each side.

Why credit collection is important for consumer, manufacturer or producer

1. To get the money.

2. To keep the customer and future business.

3. To build goodwill.

2. The purpose of the collection process is to maintain Goodwill while collecting what is owed

## **Collaboration in negation**

Collaboration involves people cooperating to produce a solution satisfactory to both parties (win-win). It improves personal relationships and allow the exploration of new ideas. Permanent solutions and commitment to them can be achieved this way. On the other hand, it is time-consuming and demands good negotiating skills on each side.

# ○ ENG301 Subjective Files

## 2nd step of credit collection

Stage 2

If the objective statement and reminder fail to get results, the collection process must gradually become more emotional and personal. The second collection message, however, should still be friendly. It should seek to excuse the unpaid bill as an oversight; the tone should convey the assumption that the customer intends to pay. At this stage, too, stress on future sales, rather than on payment.

## **What is the Question & Answer Stage in the interview?**

The interviewer will begin to ask you questions about yourself, your education, your past work experience, other items on your resume, your interests and goals. You may also be asked questions about the organization and the job position. Questions may include: "Tell me about yourself," "Why did you choose your major?" "What are some of your extracurricular interests?"

## **Steps of oral communication with strong arguments**

The Three Step Oral Presentation Process

Regardless of your job or the purpose of your presentation, you will be more effective if you adopt an oral presentation process that follows these three steps:

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## **Briefly describe a collection letter.**

Collection letter is an intent of the company, to persuade the customer, to pay, the amount for the product or services as agreed upon, and delivered.

Claim Letter: When a product or service do not meet the customers' expectations, customers get disappointed and usually write a complaint letter which is called claim letter. The claim letter should be calm and polite rather than hostile or demanding.

## **Writing letters refusing adjustments when the buyer is at fault which points should keep in mind?**

### When The Buyer Is At Fault

#### **1. Support buyer Point of View**

Try to make customer to understand that you understood the problem properly.

#### **2. Request Is Appreciated**

show to customer that his request is appreciated and his point of view is important for our company.

#### **3 . Give Explanation before reaching any Decision**

# ○ ENG301 Subjective Files

Avoid unfriendly, negative expressions, such as your complaint, your error, you mistake. Customer should not think that our decision is the only solution for him.

#### **4. Be Courteous Even when customer is angry**

#### **5. Try to Leave customer in Pleasant Frame of Mind**

A friendly close is even more important when the adjustment is not granted.

#### **What is resume deception and personal data in resume writing?**

##### **Resume deception**

Inflating grade-point averages.

Showing to be self-employed

Try to cover the unemployment gaps

Claiming that was working for the companies which are already closed down.

Claim about working on higher positions in past jobs.

##### **Personal data**

We should avoid adding personal interest in resume unless it will increase the employer's understanding.

Better to exclude the salary information and reasons of leaving the old jobs.

Better not to mention the name of previous supervisors.

#### **Why is a claim letter written?**

When a product or service do not meet the customers' or expectations, customers get disappointed and usually write a complaint letter. This complain letter is called claim letter as well. The claim letter should be calm and polite rather than hostile or demanding.

#### **To know your buyer is necessary for your product and services,comment.**

It helps us to discover the needs and desires of these prospective buyers.

Like we can not sell life insurance plan of old age person to a young college going students.

Like ladies beauty products is hard to sell to children. To be successful we must know mode and wants of our buyers

#### **What is the abbreviation of BATNA & WATNA?**

'Best alternative to a negotiated agreement

'Worst alternative to a negotiated agreement

# ○ ENG301 Subjective Files

## Resume for accountant manager

18-Oral presentation 5 M

19-Errors in Letter Report 3M

1. Lack of objectivity. Seeing only the facts that support your views and ignoring any contradictory information:

“Although half the survey population expressed dissatisfaction with our current product, a sizable portion finds it satisfactory.” (You may be tempted to ignore the dissatisfied half instead of investigating the reasons for their dissatisfaction.)(hasty generalizations, hidden assumptions, either or scenarios)

2. Hasty generalization. Forming judgments on the basis of insufficient evidence or special cases:

“Marketing strategy Z increased sales 15 percent in Lahore supermarkets. Let’s try it in Karachi.” (Lahore and Karachi are probably vastly different markets).

3. Hidden assumptions. Hiding a questionable major premise:

“We are marketing product X in Print media because we marketed product Y in Print media.”

(Who says product X and product Y should be marketed the same way?)

4. Either or scenarios. Setting up two alternatives and not allowing for others:

“We must open a new plant by spring, or we will go bankrupt.” (Surely there are other ways to avoid bankruptcy).false causal relationship, begged questions))

5. False causal relationships. Assuming that event A caused event B merely because A preceded B:

“Sales increased 20 percent as soon as we hired the new sales director.” (Something besides the new sales director might have been responsible for increased sales).

6. Begged questions. Assuming as proven what you are seeking to prove:

“We need a standard procedure so that we will have standard results.’ (But why is standardization important?)

7. Personal attacks or appeals to popular prejudice. Sinking people or ideas you don’t like by chaining them to irrelevant but unpopular actions or ideas: