

**RIZVI COLLEGE OF ARTS,SCIENCE & COMMERCE,  
BANDRA(WEST)**

**BUSINESS COMMUNICATION-II  
FYBCOM**

**MS.MEHVISH SHAIKH  
DEPARTMENT OF ENGLISH**

# ***BUSINESS COMMUNICATION-II***

**GROUP DISCUSSIONS AND  
INTERVIEW**

# WHAT WE WILL UNDERSTAND ?

## ***GROUP DISCUSSIONS***

- ❖ *WHAT IS A GROUP DISCUSSION?*
- ❖ *INGREDIENTS OF GROUP DISCUSSIONS*
- ❖ *ROLE OF LEADERSHIP IN GROUP DISCUSSION*
- ❖ *PREPARING FOR GROUP DISCUSSION*

## ***INTERVIEWS***

- ❖ *INTRODUCTION AND DEFINITION*
- ❖ *TYPES OF INTERVIEWS*
- ❖ *STEPS IN INTERVIEWING PROCESS*
- ❖ *ROLES OF THE INTERVIEWER AND INTERVIEWEE IN A SELECTION INTERVIEW*
- ❖ *ADVANTAGES & DISADVANTAGES OF INTERVIEWS*

# **WHATS IS GROUP DISCUSSION?**

WE OFTEN HAVE DISCUSSIONS WITH FAMILY AND FRIENDS BUT TODAY WE WILL LEARN WHAT ARE GROUP DISCUSSIONS IN BUSINESS COMMUNICATION.

**DEF:** *A GROUP DISCUSSION IS A TOOL USED BY B-SCHOOLS, INSTITUTES AND COMPANIES TO ACCESS THE PERSONALITY OF A PERSON BEFORE GIVING HIM A JOB OR ADMISSION TO A COURSE.*

# **WHAT IS GROUP DISCUSSIONS?**

## **GROUP DISCUSSIONS ARE USED FOR :-**

- SELECTING PEOPLE FOR JOBS AND PROFESSIONAL COURSE.
- TESTING BEHAVIOUR, LEADERSHIP QUALITIES, COMMUNICATION SKILLS, PROBLEM SOLVING AND PRESENCE OF MIND.
- MASS ELIMINATION
- RIGHT PERSON FOR RIGHT JOB

# ***WHAT IS GROUP DISCUSSIONS?***

## **GROUP DISCUSSION TEST COMPRISES OF THREE IMPORTANT ASPECTS:**

- **POWER OF EXPRESSION:-** SHOULD TALK AND EXPRESS WELL TO CREATE IMPACT.
- **IDEAS AND KNOWLEDGE:-** WELL READ AND AWARE OF SUBJECT GIVEN FOR DISCUSSION.
- **LEADERSHIP ABILITY :-** LEADERS SHOULD CO-ORDINATE AND GIVE FAIR CHANCE TO EXPRESS.

# *INGREDIENTS OF GROUP DISCUSSIONS.*

- **PURPOSE**:- THERE MUST BE WELL DEFINED PURPOSE TO AVOID TIME WASTAGE.
- **PLANNING**:- MUST BE WELL PLANNED IN ADVANCE.
- **PARTICIPATION**:- THERE MUST BE ACTIVE PARTICIPATION BY THE MEMBERS.
- **PROPER ATMOSPHERE**:- THERE MUST BE HEALTHY ENVIRONMENT WITH RESPECT.
- **PROPER NUMBER OF MEMBERS**:- SHOULD BE A COMPACT GROUP TO AVOID IRRELEVANT DISCUSSION.
- **PROPER LEADERSHIP**:- THE LEADER MUST POSSESS GOOD KNOWLEDGE EXPERIENCE AND MATURED PERSONALITY.
- **PROPER PLACE**:- APPROPRIATE PLACE FOR DISCUSSION.
- **PROPER TIMING**:- SHOULD TAKE START AND END AT THE RIGHT TIME FOR BETTER OUTCOME.
- **FOLLOW UP**:- THERE MUST A PROPER FOLLOW UP BY THE LEADER ACCEPTED BY THE HISGHER ATHORITIES.

# ***ROLE OF LEADERSHIP***

- **INITIATOR OF DISCUSSION**
- **MAINTAINS DECORUM**
- **MOTIVATES THE GROUP MEMBERS**
- **DEVELOPS RAPPORT**
- **TIME MANAGEMENT**
- **CO-ORDINATION**





# ***PREPARING FOR GROUP DISCUSSION***

*THERE ARE CERTAIN THINGS THAT ONE MUST DO IN ORDER TO PREPARE FOR GROUP DISCUSSION.*

- READ NEWS PAPER , BOOKS AND STAY UPDATED WITH CURRENT AFFAIRS.
- BE AWARE OF THE EXPECTED NORMS OF BEHAVIOUR DURING GROUP DISCUSSION.
- WORK ON YOUR COMMUNICATION SKILLS.
- PREPARE WELL AND UNDERSTAND THE TOPIC.

# ***INTERVIEWS***

THE WORD 'INTERVIEW' MEANS 'VIEW- BETWEEN'. IT SUGGESTS A MEETING BETWEEN TWO OR MORE PERSONS FOR THE PURPOSE OF UNDERSTANDING THE 'VIEW' OF EACH OTHER.

IT HAS BEEN APTLY DEFINED BY MURPHY AND PECK; “*AN INTERVIEW IS A CONVERSATION WITH A PURPOSE. IT AIMS AT GETTING TRUTHFUL RESPONSES FROM THE CANDIDATE.*”

# INTERVIEWS

## TYPES OF INTERVIEWS:

- **THE SELECTION INTERVIEW:**  
TO SELECT THE BEST CANDIDATE FOR A SPECIFIC JOB ACCORDING TO THE PERSONALITY, EG. SALESMAN, HR EXECUTIVE.
- **ASSESSMENT OR APPRAISAL INTERVIEW:**  
IT IS HELD ONCE OR TWICE A YEAR TO REVIEW THE PERFORMANCE, SET TARGETS, ADDRESSING OF VIEWS AND PROBLEMS.
- **THE GRIEVANCE INTERVIEW:**  
TO SEEK CLARIFICATION REGARDING THE PROBLEM FACED BY EMPLOYEES.
- **REPRIMAND OR PUNISHMENT INTERVIEW:**  
IT SHOULD BE CONDUCTED WHEN THEY ARE A MUST. SHOULD BE HELD IN PRIVACY, NEVER TO BREAK THE WORKER BUT TO HELP HIM GIVE A BETTER ACCOUNT OF HIMSELF.

# ***INTERVIEWS***

## **TYPES OF INTERVIEW:**

- **MEDICAL/ CLINICAL/ PSYCHOLOGY INTERVIEW:**  
TO CHECK THEIR MENTAL STATUS, PHYSICAL FITNESS AND EMOTIONAL STABILITY.
- **UNDER-STRESS INTERVIEW:**  
A NUMBER OF PERSONAL AND UNUSUAL QUESTIONS ARE ASKED TO PUT UNDER INTENTIONAL STRESS SO THAT REACTIONS CAN BE OBSERVED AND TESTED.
- **PROMOTION INTERVIEW:**  
*TO MEASURE THE ATTITUDE AND ABILITIES OF THE PERSON TO TAKE UP THE CHALLENGES OF THE HIGHER POST.*
- **EXIT INTERVIEW:**  
IT TAKES PLACE WHEN AN EMPLOYEE IS LEAVING THE ORGANIZATION. IT MAY BE A VOLUNTARY OR INVOLUNTARY EXIT.
- **ONLINE INTERVIEW:**  
IT INVOLVES EXCHANGE OF INFORMATION OVER THE COMPUTER USING THE INTERNET. NO BIAS, COMFORT OF HOMES, COST SAVING AND DATA TO REVISIT.

# ***INTERVIEWS***

## **KEY STEPS INVOLVED IN THE CONDUCT OF AN INTERVIEW:**

- **1. LOCATION:**

SHOULD BE COMFORTABLE AND FREE FROM INTERRUPTIONS.

- **2. PREPARING:**

GOOD PREPARATION WILL SAVE TIME.

- **3. CONDUCTING:**

a. QUESTIONING : CLOSED, OPEN, PROBING, SITUATION RELATED AND LINK QUESTION.

b. LISTENING

c. SUMMARIZING.

# ***INTERVIEWS***

WHAT IS “WASP”?

W- WELCOMING THE CANDIDATE

A- ACQUIRING INFORMATION OF THE CANDIDATE.

S- SUPPLYING INFORMATION TO THE CANDIDATE

P- CORDIAL PARTYING

4. MAKING JUDGMENTS AND ANALYSING RESULTS

# ***INTERVIEW***

## **ROLE OF THE INTERVIEWER**

- NO MISUSE OF AUTHORITY
- GIVE CONFIDENCE AND PUT AT EASE
- NO PERSONAL AND IRRELEVANT QUESTIONS
- SMOOTH TWO-WAY COMMUNICATION
- NON CONTROVERSIAL TOPIC AND ESTABLISH A RAPPORT FOR FRIENDLY AND RELAXED ATMOSPHERE.
- STRUCTURED INTERVIEW WITH PROPER SEQUENCE AND NO WANDERING.

# **INTERVIEW**

## **ROLE OF THE INTERVIEWEE:**

- MUST BE CLEAR OF WHAT HE WANTS TO ACHIEVE EG. FAME, WEALTH, COMFORT, POWER OR INNER FULFILLMENT.
- MUST KNOW ABOUT THE COMPANY AND ITS GROWTH.
- MUST ARRIVE ON TIME, DRESS APPROPRIATELY ALONG WITH THE REQUIRED DOCUMENTS.
- SHOULD BE POLITE, SMILING AND COMPOSED.
- SHOULD NOT BOAST OF HIS CAPABILITIES BUT BE HONEST.
- BE POSITIVE AND SHOW ENTHUSIASM FOR THE JOB AND COMPANY.
- SHOULD THANK THE INTERVIEWER BEFORE LEAVING.



# **INTERVIEW**

## **ADVANTAGES**

- FACE TO FACE INTERACTION WITH GESTURES TONE AND BODY LANGUAGE
- CONSTANT FEEDBACK
- EG. A PERSON MAY BE POOR IN PAPER QUALIFICATION BUT MAY BE DYNAMIC WITH NEW IDEAS.

## **DISADVANTAGES**

- IT MAY FAIL IF THE PURPOSE IS NOT CLEAR WITH NO PROPER CONDUCT AND PREPARATION.
- PERSONAL LIKES AND DISLIKES MAY HAMPER PROPER ASSESSMENT.
- EG. APPRAISAL AND PROMOTION INTERVIEW.
- IN PANEL INTERVIEW THERE IS POSSIBILITY OF TOTAL DEVIATION.

**THE END**