Business Communication

Q.1. Explain the meaning and definition of communication,

Communication is one of the most powerful determinant human behaviour at work. It is one of the tools of directing effort of people in the organization. It has potential for both, as a source of a problem as well as solution to the problem. Effective Communication can alone restrict many problems from arising and can solve any ty of problems in organisational setting. Communication can help solve many problems like organisational conflict, industrial disputes and other problems attributed to an effective communication. Communication skills is a focal issue in personal, social and corporate life.

Definition

The word communication has been derived from two latin terms 'communicate which means to impart, share or make common and the second is communis which means common. In this context communication refers to sharing or exchanging of the idea to common people Communication may be defined as

"The transfer of information from one person to another person. It is a way of reaching others by transmitting ideas, facts, thoughts, feelings and values"

It involves an exchange or a transmission of ideas, understanding, feelings, attitudes and wishes between two or more people

Communication does not only involve sending or receiving message in the oral or written ways, but also includes style of standing and walking, movement of eyes and facial expressions etc., that convey a message.

2. What is group communication? What are its advantages and limitations.

A group implies more than one person. It is an association of individual persons engaged in exchange of views of common interest. Group communication is an extension of inter personal communication It is a communication process by many people in the form of conversation. among them, usually in small groups. Groups are formal groups such as committees, board of directors, quality circles, task force, unions, clubs etc, which are formed intentionally by the authorities or by the members to achieve specific goals Informal groups are formed to meet social needs of people either in the work place, public meeting points such as markets, temples, entertainment points, parties and common residential areas etc. There are other groups formed due to relations within a family or a locality.

Importance of Group Communication:

Groups are formed usually because the combined efforts of a number of people result in greater output than the individual efforts of the same number of people. Thus group can do more for the individuals than the individuals can do for themselves. Group communication is essential for mutual development and the development of community and the regions Group communication offers moral support, ego satisfaction social and spiritual bonds among group members. Group communication is directly responsible for the development of societies, culture, religions, agriculture, trade etc. It enhances unity, mutual trust, teamwork and co-operation. Man's performance in isolation is insignificant but in-group it will be very strong and significant. Group communication is base for social communication, which ultimately develops into mass communication. If the members are perfect in a group communication, mass communication will be effective. Thus the administrators, spiritual preachers, leaders, work for the development of group no communication and group relations.

Group communication offers specific advantages such as:

(1) Group communication is the motivator for active and effective interpersonal communication, because human relationships mare usually formed in groups.

(2) Inter personal relations are developed because people are he given an opportunity to express themselves freely and understand na others quickly. Therefore communication gars are narrowed and r people come close to each other.

(3) Group communication is an effective answer for several contemporary organisational problems. When a single person, manager, supervisor or any other pers in works on a problem, he gets one or two alternative solutions. If it is discussed in a group (total members, multiplied with a minimum of 2 or 3 alternatives), they can arrive at a multiple number of solutions for same problem

(4) Individual satisfaction of participation and involvement are more in a group communication.

(5) Members enjoys the satisfaction of social and emotional needs, because they are more comfortable in a group than place

(6) Group communication promotes cultural and religious ties which makes the people more educative and informative because in group communication different topics are discussed without barriers.

(7) Group communication develops the leadership skills, communication skills and also adjustment techniques.

Limitations:

(1) Group communication is a time consuming process.

(2) Conclusions cannot be drawn quickly and effectively.

(3) Chances of misunderstanding are more because it difficult to reach every person in the group.

(4) Convincing and satisfying all the members is human

impossible

(5) Most of the group communications conclude with disagreement because no two minds think alike.

(6) It is difficult to coordinate different members different ego states, psychological temperaments, intellectual and absorptive levels.

For strong group relations, member's involvement is essential Every one should contribute for making the group strong, by inculcating group relations, trust, concern and 'one for all' attitude.

Small groups are incubators for future leaders, because natural leaders are identified here. It is the responsibility of the members to maintain balanced participation, democracy, relations and trust bond for its survival. It is vital that every individual does not only speak to another individual, but must get involved in communication that reaches out to the community, to the society of which he or she is a member

Group communication flourish when the external environment is comfortable Democracy is life for group communication Strong societies, physical togetherness, opportunity for frequent meetings, need of interdependence, mutual trust are essential for effective communication. Infrastructure (such as telephones) contributes for the growth of group communication Common language, customs, religion, cultures and administration also helps to the group communication.

3. What are the categories of Business Communication?

There are six basic categories of Business Communication. They are:

(1) Internal upward Communication: This type of business communication is anything that comes from a subordinate to a manager or an individual up the organisational hierarchy. Leaders need information to flow upwards to have a true pulse on the operations of a company.

(2) Internal Downward Communication: This type of business communication is anything that comes from a superior to one or more subordinates. Communication might be in the form of a

letter, a memo or a verbal directive. Leaders should keep professional communication clear with subordinates.

(3) Internal Leteral Communication : Lateral Communication is the talking, messaging and e-mailing among Co-workers and in the officer. This might be cross department communication or jus internal department dealings Co-workers should always by encouraged to communicate in a respectful and professional tone at work

(4) External Communication: External Communication is any communication that deals with customers, prospects, vendors or partners. It could also be with regulating agencies or city offices. When corresponding to outside entities for partnership business administrations needs, state the purpose and be concise in communication, whether written or oral

(5) Horizontal Communication: When communication takes place between two people holding a similar position to the organisation. It is known as horizontal communication For ex manager Communication between sales manager and a finance manager

(6) Vertical Communication: It is the communication between people, teams or departments of an organisation at different hierarchical level. For ex between a superior and a subordinate.

4. How should the communication be filed in the organisation?

The administrative department of any organisation is concerned with filing of the communication received and sent. Improper and inefficient handling of communication can lead to in complete records of operational and programming activities, policies and procedures and government rules and regulations.

The communication received and sent should be kept under incharge of one person. The responsibilities of the person include the following:

1. Put data stamp on all official correspondence

2. Maintain a log sheet for tracking incoming mail

3. Photocopy of all official correspondence for the master file

4. Ensure distribution of mail to the appropriate persons

5 Categorise all communication master files to quick retrieval of documents.

& Place a copy of all outgoing mail in the respective master file The majority of today's correspondence is through I-mail. A of all important e-mail communication received that require filing can be directed to centralised electronic folders Filing Systems:

The communication can be kept in the following files

(1) Project files

(2) Finance records

(3) Procurement records

(4) Logistics records

(5) Communication to outside organisations and agencies

(6) Communication from outside
organisations and agencies.

Files should be appropriately numbered and indexed. Files should be kept till such time as and when required and can be destroyed. Normally in Government offices, files are destroyed after 20 years.

5. How to prepare a business meeting agenda?

A meeting agenda is a list of topics or activities which are to be covered in a meeting. The main purpose of agenda is to give participants a clear outline of what should happen in the meeting. It gives a clear idea as to who will lead each task and how long each step should take. It helps the meeting to take place efficiently and productively

Steps to prepare a business meeting agende:

The following are the steps to prepare a business meeting agenda.

(1) Identify the meetings goals: A meeting should have a goal to be fulfilled

For ex: A meeting is convened to approve the company's monthly advertising budget.

(2) Get information from participants: Collection of the information from participants before hand helps the organisers to conduct meeting smoothly.

(3) List the issues or questions: One of the important step in the preparation of agenda for any meeting is list out the issues of questions which are to be answered in the meeting

(4) Identify the purpose of each activity: There are normally three important purposes for any meeting. They are to share information, seek input or to make a decision

(5) Estimate the amount of time to be spend on each topic: This step is useful for participants to understand the time to be spent on each topic and the preparation required

(6) Identify who leads each topic: There will be different topics which are to be discussed and there will be different people who wall lead each topic This step helps keep the meeting running smoothly and ensures that everyone is prepared for their responsibilities

(7) End each meeting with a review: At the end of each meeting what was discussed, should be reviewed for the purpose of
participants and the participants are expected to prepare for next meeting.

6. what are the different levels of communication?

Communication is a process of transmission of ideas or message between two points, one that generates message/information for communication and the other is the destination. Thus every source should have a destination to create and establish communication process and to build sender receiver relation. Sender of information may have different levels of destinations i.e., receiver. Depending on the receiver, communication levels are of different types. They range from personal to public. They are

- MEDIATION
- INTRA PERSONAL
- INTER PERSONAL
- SMALL GROUP
- INTRA GROUP
- MASS MEDIA

7. Explain the barriers of communication.

The barriers of communication can be classified and explained as under

(1) Semantic barriers or barriers related to message:

These are obstructions caused in the process of receiving and understanding of the message. The following are the possible
Semantic barriers.
(a) Badly expressed message in which the message lacks clarity and precision.

(b) Symbols and words with different meanings.

(c) Faulty translation as the message is failed to be translated Into different languages.

(d) Unclarified Assumptions in which the receiver fails to Interpret the message in relation to the assumptions.

(e) Use of specialist language or technical language which all Others cannot understand easily.

(f) Improper use of punctuation marks like full stop, comma, quotation marks etc are not properly used.

(2) Emotional barriers :

These are also known as psychological barriers in Communication. They include

(a) Improper attention to receive message.

(b) Poor retention of information.

(c) Failure to communicate due to busy schedules or laziness etc.

(3) Organisation barriers :
The organisation structure also creates few problems which Include

(a) No proper policies of the organisation.

(b) Faulty rules and regulations.

(c) Complexity of organisation structure due to different levels, departments and multiple relations.

(d) Lack of required facilities for communication.
(e) Other barriers like noise, distance, mechanical failure etc. will also affect the quality of communication.

(4) Barriers related to superiors:
The following are the barriers related to superiors:
(a) Unfavourable attitude towards subordinates.
(b) Fear of loss of authority.
(c) Lack of confidence on subordinates.
(d) Lack of time with over burdened work.

(5) Barriers related to Subordinates:

The following are the barriers related to subordinates:
(a)Unwillingness to communicate.
(b) Prejudice, fear and negative attitudes.
(c) Lack of proper incentives.

8. Write a short note on online communication.
There are numerous ways people communicate with each other. These include E-mail, instant, messaging, feedback on blogs, contact forms on websites, industry forums, chatrooms and social net working sites.

9. What is a Business report. What are its contents.
A business report is a collection of data and analyses that helps make relevant information easily accessible to a company.

Contents of a business report:

The following are the contents of a business report:

1. Title page which shows the subject of
the report.

2. Abstract which contains the details relating to
- (a) Why the report has been written
- (b) How the study was undertaken.
- (c)What is the significance of the findings.

3. Table of contents should include list of Tables, figures and other details.

4. Introduction which include the back ground, purpose and scope of the study.

5. The body which includes observations, conclusions and Suggestions.

6. Scope for further study.

10. Briefly explain minutes of meeting.

Minutes of meeting are the notes that capture what happened in a meeting. It records the decisions made and actions requested by the group. The Minutes include key details that the team want to
Know.

The important details of the minutes of the meeting include

- (1) Decisions made,
- (2) Future steps,
- (3) Action items and who is responsible.

The components of the minutes of the meeting include

- (1) Date and time of meeting.
- (2) Names of the participants
- (3) Agenda items and topics discussed.
- (4) Action items.
- (5) Signatures of the members who attended meeting

11. Write short notes on presentation of communication using Various methods.

Presentation of communication using various methods are explained as under

(i) Verbal communication: The verbal communication can be presented with good vocabulary, idioms and collocations related to business Grammatical errors should be checked properly.

(ii) Non-verbal communication: The non-verbal communication should be presented by body movement, postures, gestures, facial expressions, eye contact, space, touch, personal appearance etc.

(iii) Written communication: The written communication may Include letters, memos, graphs, charts, circulars, reports, pamphlets, Manuals, bulletins, questionnaires etc.