

INTRODUCTION TO THE ESSENTIALS OF BUSINESS COMMUNICATION

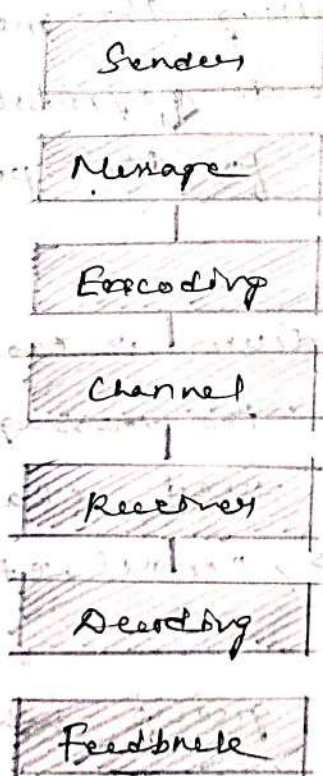
1. What do you mean by communication?

Ans! - The english word communication has been derived from the latin word communis which means common. Communication is the exchange of facts, ideas, opinions, or emotions by two or more persons. It involves a systematic and continuous cycle of listening, understanding, telling, etc.

2. What are the elements of communication?

What are the steps involved in the process of communication?

Ans! - Following are the essential elements in the process of communication:



① Sender: The communication process starts with the sender. The sender may be a person or a group who wants to transmit message to another person or group. He is not interested in the words, date, or symbols themselves but uses them for conveying meaning to another person.

② Message: The physical form of form of idea or information conveyed which can be understood through receiver's sensory receptors. Message are not the meaning but indicative of meanings. Meaning lies in the receiver's mind and not in the message.

③ Encoding: Encoding is putting the meaning of the message in appropriate words, symbols, gestures or other form of expression for the purpose sending an intentional message.

④ Channel: Channel or medium is the method or vehicle used to transmit the message. For business communication commonly used channels are telephones, letters, memos, email, etc.

⑤ Receiver: The person or group who receives the message and attaches some meaning to the message is the receiver. In the reasonably good

communication situation, the intended message is received by the receiver.

(vi) Decoding: Even if message is received, it is possible that the intended receiver has not understood the message in the same way as it was given by the sender because the receiver decodes it differently. Decoding means attaching meaning to the message. Meanings are already in the mind of the receiver and not in the message.

(vii) Feedback: Feedback is the reversal of the communication process in which the receiver expresses the response to the sender's message. The response or the reaction may be smiles or may be asking question or calling for further explanation, etc.

3. What are the need and importance of communication?

Ans: - Following are the importance of communication:

(i) Conducive environment: It is through communication that different persons exchange thoughts and feelings, transmit understanding. When two or more persons ~~understood~~ understand one another totally, conducive environment of understanding is created in which disputes and differences among individuals or groups are mutually settled.

⑪ Efficient working of the business: Communication is essential for successful and smooth running of the enterprise. It is through communication that healthy conducive environment is created, organisational goals and policies are conveyed to the employees and various resources necessary for their accomplishment are co-ordinated.

⑫ Basis of managerial function: Communication preceeds and permeates through every managerial function - No managerial function such as planning, organising, directing, staffing and controlling can be effectively performed without communication.

⑬ Building human relations: Healthy industrial relations are conducive to industrial peace and prosperity. This is possible not only with good working conditions and environment but also with communication among the management and workers. Through effective communication the management can convey its expectations to workers and workers can put their suggestions and grievances before the management. Thus, the two way communication promotes co-operation and understanding among management and workers.

⑭ Total quality management: Communication is

especially essential in total quality organisations because of involvement of various departments and specialists with varied allegiances and assumptions. In a total quality organisation with cross functional teams, until goal is reached there is a battle among the executives and employees about achieving quality.

(vi) Job satisfaction and enrichment: Bad communication results into illusions and misunderstanding among employees and executives. As a result, their behaviour become defensive and consequently leads to low morale, low job satisfaction, low productivity, etc. Effective communication overcomes illusions and misunderstanding among people at work.

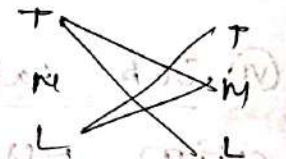
(vii) Maintaining relations with external party: Effective communication is not only essential for uninterrupted working of any enterprise but for maintaining good relations with external parties such as customers, creditors, trade unions, research institutions, etc.

(viii) Zero defect working quality service: Present a market in. set zero defect marketing and emphasises quality service to the customers to provide zero defect product and quality service.

it requires proper and healthy communication of company with customers. It dealers and sales employees through whom the company communicates, patiently listen to the response and expectations of the customers, the sales increase and production can be adopted accordingly.

4. Write short notes on the following.

(i) Diagonal Communication



Ans! — Diagonal communication is a type of communication that occurs between individuals or groups at different levels within an organization and across different departments or functional areas. To make diagonal communication effective, organizations need to encourage an open and collaborative culture, foster trust among employees and establish clear guidelines for sharing information across departments and hierarchical levels.

Diagonal communication is often used for the following reasons:

(i) Co-ordinate activities between different departments.

(ii) For solving different problems.

(iii) For conflict resolution.

(iv) Promoting innovation and creativity.

Despite its benefits, diagonal communication may also present challenges. For example, since it bypasses the traditional hierarchical channels, it can sometimes lead to confusion about decision making authority.

⑥ Lateral communication.

Ans:- Lateral communication also

known as horizontal communication, refers to the exchange of information, ideas, and messages between individuals or groups at the same hierarchical level within an organization. Unlike diagonal communication, which involves communication between different hierarchical levels, lateral communication occurs among peers or colleagues who share similar job titles or positions.

Lateral communication is an essential aspect of effective teamwork and collaboration within an organization. It serves several purposes and benefits.

① Lateral communication allows employees at the same level to share relevant information, updates and knowledge related to their work.

② Lateral communication facilitates the exchange of diverse ideas.

③ When challenges or problem arises, lateral communication enables team members to work together

to find out solutions.

(c) Upward communication.

Ans:- Upward communication also known as bottom-up communication, refers to the flow of information, ideas, feedback and suggestions from lower level employees to ~~their~~ higher level managers or decision makers within an organization. Upward communication plays a crucial role in organizations for several reasons:

(i) Upward communication allows employees to provide feedback to their managers and supervisors.

(ii) Encouraging upward communication empowers employees to share their ideas, suggestions and concerns.

(iii) Upward communication can be so a source of innovative ideas and creative solutions.

Following are the methods of upward communication:

(i) Employee surveys and feedback forms.

(ii) Suggestion boxes or ideas sharing platforms.

(iii) Employee engagement surveys.

(iv) Performance reviews and appraisals.

(d) Downward Communication.

Ans! - Downward communication is the flow of information, instructions, feedback and decisions from higher level management to lower level employees. Following are the methods of downward communication:

(i) Memos and emails from managers to employees.

(ii) Team meetings led by managers.

(iii) Policy manuals and documents distributed to employees.

(iv) Performance reviews and feedback sessions.

Following are the advantages of downward communication:

(i) Managers use downward communication to convey important information to employees.

(ii) Managers use downward communication to delegate tasks and responsibilities to employees.

(iii) Downward communication is used to make announcements about organizational changes, new initiatives, promotions and other work related matters.

(iv) Downward communication helps to clarify the goals of the organization and the specific objectives that employees are expected to achieve.

5. Difference between verbal and non-verbal communication.

Ans:- Verbal communication	Non-verbal communication
(i) Meaning	(i) Meaning
(ii) In verbal communication there is more degree of formality.	(ii) It is less formal as compared to verbal communication.
(iii) It has legal evidence.	(iii) It has no documentary evidence.
(iv) It is easy to understand.	(iv) It is difficult to understand.
(v) Verbal communication gives a less and delayed feedback.	(v) Non-verbal communication gives a lot of feedback.

6. What are the different levels of communication?

Ans:- Communication in an organization can occur at various levels, each serving specific purposes and

facilitating information flow within and across different levels of communication include:

- ① Intrapersonal communication: This level refers to the communication that occurs within an individual. It involves self-reflection, self-talk, and the internal processing of thoughts and emotions.
- ② Interpersonal communication: Interpersonal communication takes place between two or more individuals. It involves direct interaction and can occur face-to-face, over the phone, or through email or instant messaging.
- ③ Group communication: Group communication involves communication among members of a small group or team. It may take place in meetings, workshops, or collaboration projects.
- ④ Organizational communication: Organizational communication pertains to communication within a formal organization or company. It includes all forms of communication among employees at different levels.
- ⑤ Vertical communication: Vertical communication refers to the flow of information up and down the

hierarchical chain of command in an organization. It includes downward communication.

(vi) Horizontal communication: Horizontal communication involves communication among individuals or groups at the same hierarchical level within an organization. It includes lateral communication.

(vii) Diagonal communication: Diagonal - :- given as

(viii) External communication: External communication involves interactions between an organization and entities outside of it. This can include communication with customers, suppliers, partners, etc.

(ix) Formal communication: Formal communication follows established channels and protocols within an organization. It includes official documents, reports, policies, and other structured forms of communication.

(x) Informal communication: Informal communication takes place through unofficial channels and is often spontaneous. It includes casual conversations, rumors and gossips etc.

7. What do you mean by verbal communication? Write its advantages and disadvantages.

Ans:— Communication is indispensable for the organisation. This communication takes place through spoken or written words, body language, visual signs, silence, etc. The communication through spoken and written words is called as verbal communication.

Advantages of verbal communication are:

- ① Versatility of the message: Verbal communication enables human being to express different types of experiences and things. Therefore it is versatile in nature. Different words are available for different types of experiences. On the other hand, non-verbal communication lacks the element of versatility.
- ② Speed: With verbal communication, message can be sent in speedy way. As one feels to convey the idea or emotions, one can express it immediately through spoken or written words.
- ③ Immediate clarification: Sometimes it happens that the message conveyed is misunderstood. In verbal communication, the receiver can clarify it immediately either through written words or spoken message.
- ④ Impact on the listener: Verbal communication is likely

to have greater impact upon the listener. The person conveying the message in precise manner according to the size length of the audience is perceived as more intelligent.

⑤ Group Communication: With verbal communication group communication is possible either in the form of face-to-face conversation or through teleconferencing or videoconferencing. On the other hand, such is not the case in non-verbal communication.

⑥ Conveying of large amount of information: With verbal communication, large amount of information can be conveyed. On the other hand, non-verbal signals or visual images can convey limited information.

⑦ Records of messages: Verbal communication can be recorded. The business organisation can have records of the letters or reports. Even oral communication can be recorded on tapes or discs.

⑧ Disadvantages of verbal communication are —

① Difficult to communicate in case of diversity: Verbal communication is difficult among persons from different cultures, countries and creeds. Due to differences in their languages, communication

does not take place if people of two cultures or countries have to transfer message with transmission of understanding, they should know the language of people of other country. In case of non-verbal communication, they can communicate through universally acceptable symbols and signs.

② Consume more energy: Compared with non-verbal communication, verbal communication assumes greater energy because it requires time to compose the message and type it. In case of spoken words, the communicator has to decide the message to be conveyed. On the other hand, non-verbal communication is more spontaneous.

③ Words sometimes insufficient: With passage of time, different language of different countries have been evolved to convey the message. But it has been found that there are certain types of experiences that can not be conveyed because words are insufficient to convey the reality. This is especially true in case of mystical experiences.

8. What do you mean by non-verbal communication? What are its different types?

Ans!—Non-verbal communication is the process of transmitting message through non-linguistic signs both

spoken and written. It is the process of communicating through wordless messages. In broad sense non-verbal communication is communication without the use of written or spoken words, and include the following:

- (i) Facial expressions: Facial expressions can show happiness, anger, frustration, arrogance, shyness, sadness, fear and other emotions.
- (ii) Gestures: Gestures are the physical movements of the body parts that convey certain moods and feelings.
- (iii) Postures: Postures are the ways we hold ourselves. A person's bodily stance indicates confidence, fear, aggressiveness, rejection, anxiety, etc.
- (iv) Proxemics: Proxemics is the study of how people use and perceive the physical space around them. The perception and use of space varies significantly across cultures and different settings within cultures.
- (v) Para Language: Para Language is the study of voice quality, volume, speech rate and the manner of speaking beyond the said words.

(vi) Physical content : Physical content like room design, furniture, decoration, colour, etc conveys a lot of meanings to our sensory receptors.

(vii) Chronemics : Chronemics is the study of the use of time in non-verbal communication. Punctuality, amount of time spent with another and time spent in meeting fore others indicate a lot.

(viii) Haptics : Haptics is the study of touching in communication situations. Touching has the connotation of a more active involvement of the person touching other. How one touches another, communicates a lot.

9. What are the functions of non-verbal communication?

Ans! - The functions of non-verbal communication are -

(i) To express emotions like empathy, happiness, anger, etc.

(ii) To accompany verbal message like speech, for the purpose of enhancing its impact upon the audience.

(iii) To express interpersonal attitudes towards the listener.

(iv) To present one's personality in more effective way.

(v) To greet other person according to the accepted rituals.

10. What are the advantages and disadvantages of non-verbal communication?

Ans. - The advantages and disadvantages of non-verbal communication are: -

(i) Easy and acceptable way of communication: Non-verbal communication is easy and most accepted way of communication. One finding difficulty because of language barrier can easily convey ones attitude. These non-verbal signals are about almost universally acceptable, therefore the receiver and sender can easily understand each other.

(ii) Complements verbal communication: Non-verbal communication complements the verbal communication. In the situation of face-to-face communication, one can establish rapport, convey attitude or redirect the attention of the other person through non-verbal signals. Thus, it complements the verbal message.

(iii) Adds intensity to communication: Non-verbal communication adds intensity to the process of communication. The speaker can effectively communicate his or her message if his/her speech matches with appropriate body language signals.

④ Enhances the impact of communication: Non-verbal communication enhances the impact of the communication. It has been found that when people do not understand the verbal message thoroughly, they try to make inferences from the non-verbal cues. Therefore appropriate non-verbal signals can enhance the impact of the communication.

Disadvantages of non-verbal communication are -

① Different meaning for different people of different cultures: Non-verbal signals are not universally acceptable. Different gestures and postures have different meaning in different cultures. As a result, misunderstandings are common than exceptions.

② Unreliable: Unlike verbal message, non-verbal communication cannot be relied upon as the authentic message that the sender intends to convey. Words written or spoken can be taken seriously whereas non-verbal signals cannot be relied upon as the sender may be in different mood at that time.

③ No record: Unlike written communication, non-verbal communication cannot be recorded and consequently is not meant for future references.

④ Not effective for large gatherings: Non-verbal communication is more effective in situation of face to face communication when just few persons are

interacting in group or one-to-one situation. For large gathering, it is not effective.

ii. Write notes on the following:

(a) Oral Communication.

Ans:- Oral communication is vital for any business, social or political organization. Whatever the form it may assume, it occurs through spoken words, through speech either face to face or through any electrical device such as phone, teleconferencing, public address system etc.

The advantages of oral communication are—

(i) Immediate Clarification: In oral communication, the communication can immediately clarify the message if the receiver has any doubt about the message.

(ii) Speedy: Oral communication, whether face to face or through electrical or electronic devices is speedy. Unlike written communication it does not require time to be spent on dictating, drafting, printing, proof reading, revising and recopying.

(iii) Suitable for emergency: Since oral communication is the most speedy method of communication, it is suitable for conveying emergency message. With its instantaneous feedback is received that eliminates the chances of misunderstanding and misinterpretation.

of the message and simultaneously helps to convey the meaning and sense without wastage of time.

(iv) Lesser formal: Oral communication is lesser formal compared with written communication. As a result, the concerned parties can exchange their opinions frankly and fearlessly.

(v) Group communication: Through oral communication group communication is possible. Therefore this type of communication is most used in conferences, meetings and seminars where different persons can interact with each other.

The disadvantages of oral communication are:

(i) No record: Since there is no documentary record of the oral communication, it does not become legal evidence. It can be used for future or legal reference, if it is tape-recorded. But it is not possible in every case.

(ii) Lengthy message: If the message is lengthy the chances of its misunderstanding, deletion and forgetting are very high. Lengthy messages usually fail to retain listener's attention, as a result communication failures occur.

(iii) Distortions: In oral communication, misunderstanding and misinterpretation of the message usually occur because of the distorted meanings by the receiver.

(iv) Speaker's Ineffectiveness: Speaker's inability and in-effectiveness adversely affect the creation and retention of the listener's interest. To make the oral communication effective speaker's vitality and effectiveness are essential.

(v) Limitations of human memory: Because of limitations of human memory oral communication becomes ineffective. Human ~~beco~~ memory cannot retain all the spoken words even if they have been clearly heard and understood.

(b) Written communication,

Ans! - Written communication includes written words, graphs, charts, reports, diagrams, pictures etc. It comes in a variety of forms - letters, memos, bulletins, reports etc. It may be ordinary manual based internal or external mail or may be based upon computer technology.

The advantages of written communication are:

(i) Permanent records: Written communication has the advantage of being stored for future reference or legal document. Therefore policy matters, procedural instructions and confidential orders are communicated through written communication.

(ii) Easier to understand: Written communication is

easier to understand than speech as it allows time to the reader to read at his leisure, analyse and think about the message.

(iii) Composing in advance: Written communication can be composed in advance before it is delivered. The sender can ponder over the words and their effect on the receiver and accordingly, can change his message.

(iv) Reader access: Written messages, frequently circulated have wider access to the employees. This is not possible in case of oral message.

The disadvantages of written communication are:

(i) Time consuming process: Written communication involves time in writing, rewriting, printing or proof reading the message to be communicated. In oral communication such problem is avoided with instantaneous communication.

(ii) Not suitable for illiterate: Written communication is not suitable for illiterate people as they cannot read or write.

(iii) Formal: Written communication are more formal and rigid than oral communication. As a result, it leads to defensive behaviour among employees and red-tapism in organisation.

(iv) Immediate feedback not possible : Unlike oral communication, in written communication immediate instantaneous feedback is impossible.

(c) Formal communication.

Ans:— Formal communication is a communication structured on the basis of ~~clear~~ hierarchy, authority and accountability. Departmental meetings, conferences, circulars, company news, interviews, etc are examples of formal communication. This is designed to ensure conformity in dissemination of information and to ensure accountability.

The advantages of formal communication are—

(i) It passes through line and authority and consequently ensures the maintenance of authority as well as accountability of the executives in charge.

(ii) It helps to develop intimate relations between immediate boss and his sub-ordinates.

(iii) It ensures authenticity and genuineness of the matter communicated because of responsibility of the person involved.

(iv) It keeps uniformity in the dissemination of information.

The following are the disadvantages of formal communication:

- ① It increases the workload of various managers as all communication are to be transmitted through them.
- ② It widens the communication gap between top executive and employees at the lower level. As a result, it adversely affects their relationships.
- ③ It dilutes the accuracy of the message when filtering and colouring take place at the middle level.
- ④ It encourages the tendencies of red tapism, delay tactics and suppressing of information by boss for causing unnecessary harassment to the subordinate.
- ⑤ Informal communication.

Ans:— Informal communication takes place outside the formally prescribed and planned network or channel. Unlike formal communication which is deliberately created or documented it is spontaneous and off the records and beyond organizational hierarchy. It has no set rules and regulations and no particular direction. It is also called grapevine.

The advantages of informal organization are:

- ① Compared with formal communication network, information flows at faster speed in spontaneous way in this type of communication.
- ② Informal communication is multidirectional, as a result it can flow to any direction and degree, with

no constant whereas hierarchical ~~cost~~ constraints are imposed on the formal network.

(iii) Informal communication strengthens the social dimension of the organization as it provides platform for employees social gatherings not only in organization but outside the organization also.

(iv) Informal communication is cathartic as it enables the employees to discharge their negative emotions and feel relieved through talking and meeting each other.

The disadvantages of informal organization are:-

(i) It usually happens that informal communication carries half truths, rumours, false and fabricated stories, etc, because of lack of their accuracy and authenticity.

(ii) The chances of distortion of the message are very high as every person hearing the message tries to add, subtract, mold or colour the message according to his ~~own~~ wishes.

(iii) Rumours, distorted message, gossip etc create misunderstanding among employees and adversely affect their relations.

(iv) Informal communication responsibility for misinform-

matter are undoubtedly facts can be pointed. This is no responsibility in case of informal communication.

12. Distinguish between formal and informal communication.

Ans:- The difference between formal and informal communication are:-

Formal Communication	Informal Communication
(i) It refers to communication taking place within the official chain of command.	(i) It refers to communication between individuals and groups which are not officially recognised.
(ii) It establishes relation between sub-ordinates and superiors.	(ii) It establishes personal relationship among individuals irrespective of the levels.
(iii) It is more rigid in nature and cannot be mentioned.	(iii) It is flexible, dynamic and varies from individual.
(iv) It follows formal or established line of command.	(iv) It is based on informal relationship and no fixed line of command is followed.
(v) It serves the need of organisation.	(v) It serves the need of individuals working in organization.

(vi) It is mostly expressed in written form.

(vii) It is easy to fix relationship for message.

(vi) It is mostly tends to be oral.

(vii) Not easy to fix responsibility.