

Business Communication

B.COM.-I

Unit – 1

Question – 1

What is Business Communication ? Describe Its essential features and Importance to Managers?

Ans. Communication in common language refers to exchange of ideas between any two persons or exchange of some information and or knowledge.

The word Communication has been derived from Latin word 'Communico' which means to distribute or share something . Thus Communication is a two way Process.

Business Communication basically means the communication meant for business, It is made up of two words Business i.e state of being busy and communication which means process of passing Ideas, emotions , feeling, Information or message from one person to another . It is the exchange of verbal or written information .

Definitions:-

According to Koontz and Donells- "Communication is the transfer of Information from one person to other whether or not it elicits confidence" .

According to Norman & Sumner- "Communication is an exchange of facts, Ideas, opinions or emotion by two or more person."

According to Keith Davis- "Communication is the process of delivering information or facts from one person to another".

Essential features of Business Communication are as follows:-

1. Involves Two Person
2. Involves Transmission Of Certain Things .
3. Need of Media.
4. Purpose
5. Multidirectional Communication

Importance of Business Communication

1. Need for proper and efficient operation of the business.
2. Need for effective leadership.
3. Developing skill of coordination.
4. Helps in development of Management Skill
5. Helps in proper planning
6. Improving public relation
7. Helps in providing Competitive Information
8. Achieving high Productivity through job satisfaction.
- 9 Delegation and decentralization.
- 10 Democratic Management System.

Importance of Communication for Managers.

Almost all the activities of a Manager are performed through effective communication and therefore effective Communication process is very Important for a Manager . The Major activities of a Manager are as follows;-

1. To achieve the objectives.
2. To Organize
3. To encourage and communicate
4. To Measure the work
5. To develop personality

Conclusion:-

‘Communication is the life blood of any business Organization’ A good and efficient Manager Possesses as the quality of using Communication media for better public relation as appropriate public relations is very important for an organization.

Question - 2

What do you mean by Feedback ? Explain its process and Importance?

Ans:

Feedback is response which is conveyed back to the sender by the receiver. When the sender conveys message to receiver he expects to get receiver reaction in return, as feedback to the conveyed message.

The receiver after Understanding the message expresses his reactions and response to the same. This reaction may be favorable or unfavorable, and the same is termed as feedback. In the communication process. Feedback helps the sender to communicate by sending and receiving messages in better and more effective manner.

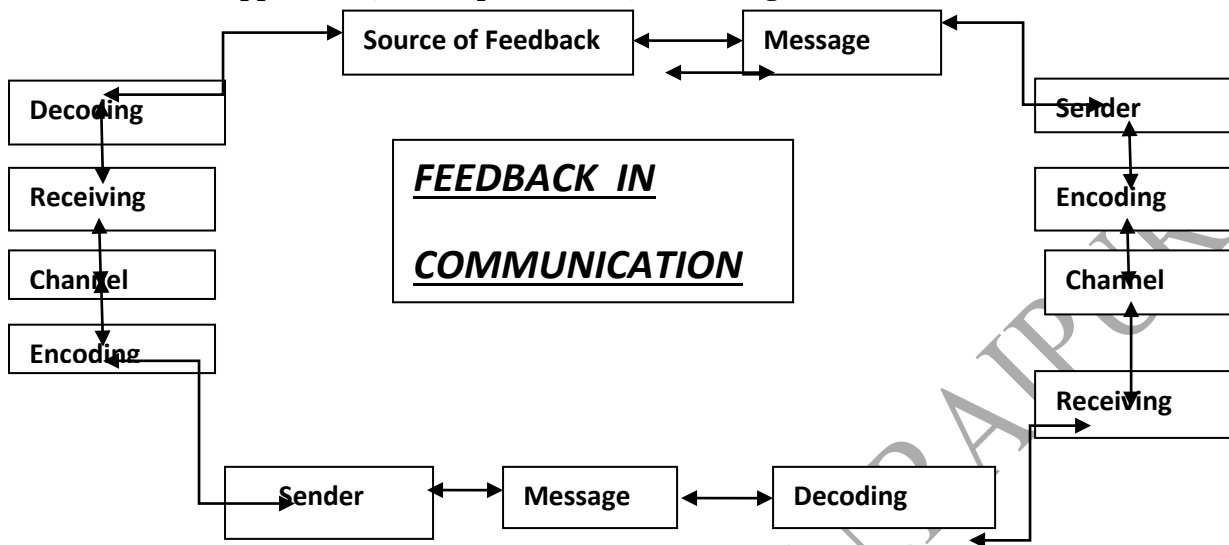
Thus feedback enables exchange of information and develops better understanding between sender and receiver. When a message is Communicated by the sender to the receiver, the receiver tries to decode the message and Understand What has been expected of him after he receive the message so that the receiver grasp the same What is required . The receiver may or may not give his reaction in context to the message, yet it may be enough to confirm that the receiver has understood the message in its true or real form.

Feedback Process:

In a Communication only after message become effective with its feedback in return is received after the receipt of message, feedback is said to be the most important element of

communication process and on the feedback only depends the effectiveness of Communication feedback is said to be present in the process only when the receiver gives his reactions on the senders message.

Feedback is the measuring rod of Communication effectiveness. Communicated message gets evaluated and appreciated, and as per reaction, the message is modified to make it effective.



Importance of Feedback:-

- In an Organization/business Unit, feedback about the message from the receiver is very necessary to make the Whole Communication process effective. It is because of feedback that the sender is able to improve his performance.
- Effective Communication is an important Managerial quality, and feedback makes it effective by controlling exchange of ideas and information in the process to make the feedback effective and useful. Criticism should always be taken as an advise or suggestion.
- Criticism should rather be welcomed treating it as a solution to problems. Feedback is a motivating factor in Communication process. It is the last step and with it Communication process gets completed and therefore, no effective Communication is possible without feedback .
- Feedback has a specific importance in communication process .Feedback is the last but most significant and necessary element of communication process its effectiveness is crucial .
- Some expert have given directives and suggestion and to make feedback more effective Procter and Cramble, Exon and other group have suggested the following defectives to improve , effectiveness of feedback in their training programmes.

1. *Help*
2. *Descriptive*
3. *Specific*
4. *Listening*
5. *Time*
6. *Specific behavior*
7. *Goal Oriented*
8. *Control*

Question -3

Define the term SWOT Analysis . What is the importance of SWOT Analysis in business?

Answer :-

SWOT Analysis is a process of analyzing the strength and weakness of an individual and Organization, and at the same time opportunities and threats which can be used in different communication situations.

Internal factors-

S = Strength

W= Weakness

External factors-

O= Opportunities

T= Threats

Strength and weakness prevails within an individual or organization and we can control these factors, but opportunities and threats are prevailing outside the organization and individual and we cannot control it.

The importance of SWOT Analysis in business are as follows.

1. Dynamic and creative process
2. Continuous process
3. Analysis of Internal factors
4. Analysis of External factors
5. Mission and objectives
6. Development of work culture
7. Others

QUESTION No. 4.

What do you mean by self development, How self- development contributes to effective communication?

Answer:-

Self development = Self + Development

Self means personal and development means acquisition of long term knowledge and skills.

Here the concept of self development connotes different meaning for different kind of people Hence it is a biased concept. Hence self development is a multidimensional process, which contributes development in various fields.

Self Development

PHYSIC AL	MENT AL	SOCIA L	EMOTION AL	INTELLECTU AL	SPIRITU AL	PHILOSOPHIC AL
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- **Objectives of self –Development**

1. Inculcate Positive Personality
2. Development of positive attitude
3. Development of knowledge
4. Development of thought power
5. Development of self respect
6. Development of Cultural harmony
7. Whole development
8. Development of good Qualities
9. Development of self Confidence
10. Development of Organizational efficiency

- **How Communication Improves self:- Development ?**

1. Good body language leads to self development
2. Effective listening and self development
3. Writing skill and self development
4. Public speaking or speech and self development

- **How Self –Development leads to Communication:-**

1. Improves Interpersonal skill
2. Self development improves personal Communication skill
3. Self development is a system of influencing other
4. Self development promotes self – Confidence

Unit - 2

Question -5

What is meant by channels of Communication ? Explain the types of the Channels of Communication.

Answer:- Every Communication uses one or the other Channel of Communication. Here Channel refers to that path through which information passes or flows from one person to another.

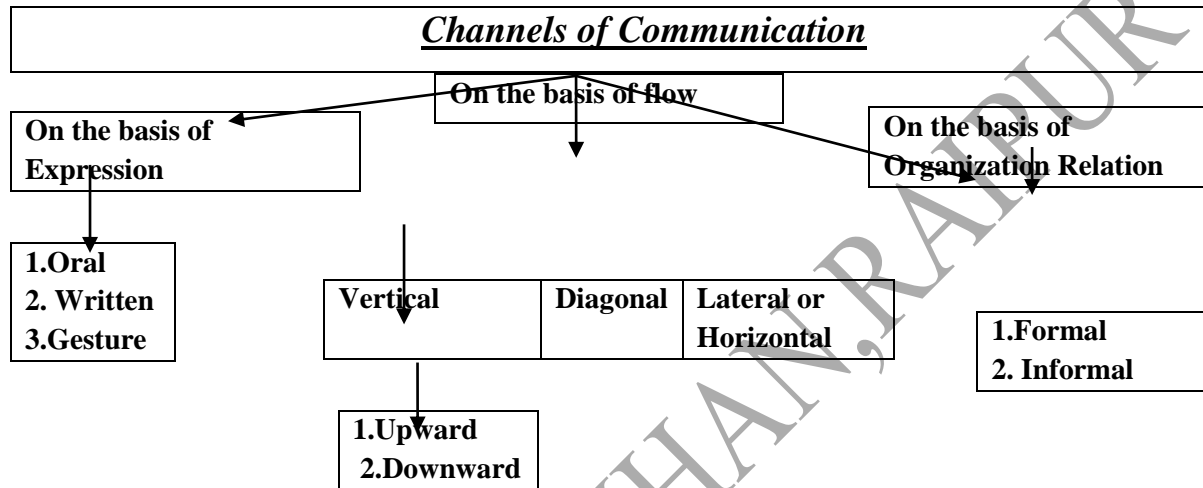
Medium refers to the factor that is used to convey the information .The form of communication in an organization may be formal or informal. Every Organization has to adopt two Communication processes-

- Internal
- External.

Internal Communication refers to that information, order, suggestion, caution etc, Which is Communicated and received within a particular Organization

External Communication : refers to Communication with the external agencies like bank/government Office/.Insurances agencies/Customers/exporter etc.

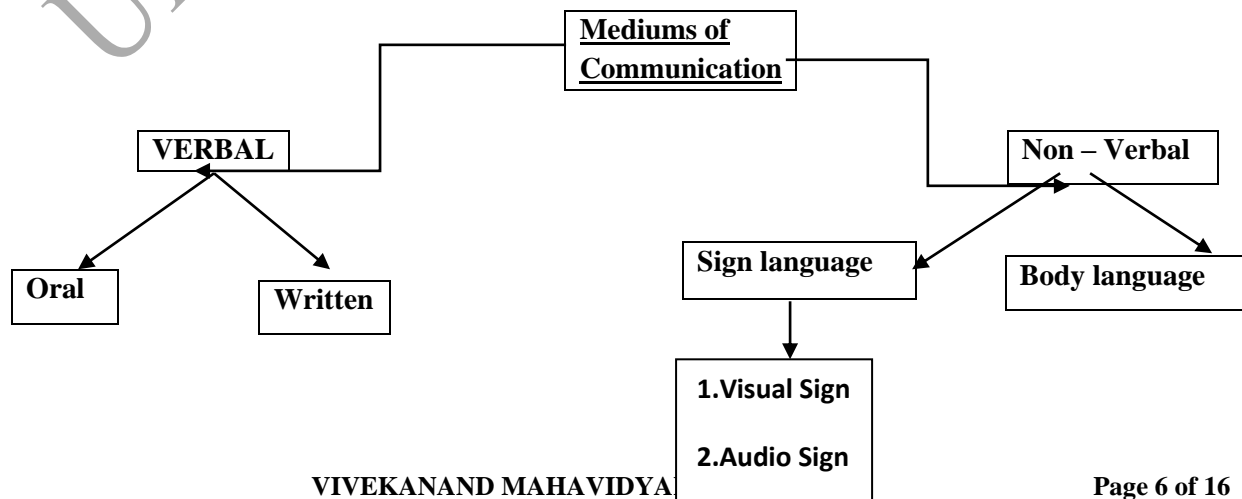
Thus , Success of a business Organization depends on its effective Communication system as its helps. The Organization to achieve goals and objectives.



Types of Channels of Communication are:-

1. Formal
 2. Informal
- # Verbal Communication – Oral/Written
 - # Non-Verbal Communication

Oral Communication : In this process of Communication Sender and receiver exchange their ideas through oral words face to face. In other words when Communication is performed by words and sentences it is called oral Communication Ex talk, dialogue ,meetings , Conference, Interviews, lectures etc.



Written Communication:- When the message or information is Communicated through letters, Circulars, memos , reports minutes of meetings agenda bulletins journals Official publication etc then it is called written Communication.

Note: Explain or elaborate the above points in detail

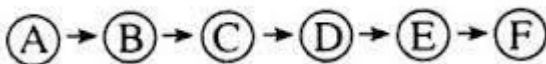
- **Question - 6.**

Explain the Meaning of grapevine Communication and describe it s Characteristics and type.?

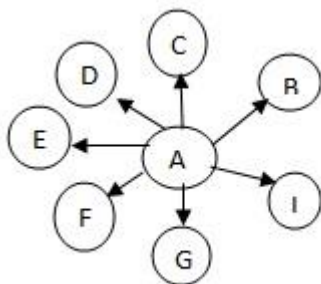
Ans:- Grapevine Communication flows through Unofficial channels, yet it is as effective as the formal Communication . It is also known as grapevine as it flows in any direction. Many Organization adopt informal Communication as an alternative to formal Communication .There are no set laws or regulation of informal Communication and therefore , it may flow in any direction i.e. horizontal, upward, downward or diagonal and that too very fast. It is believed that informal medium of communication generally gives favorable results as it flows very fast.

Types of Grapevine Communication:-

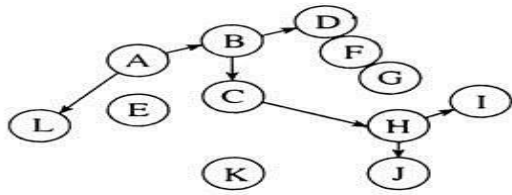
1. **Single – Strand pattern of Grapevine:-** It Involve passing of information through a long line of persons to the ultimate recipient .



2. **Gossip pattern of Grapevine :-** One person is actively participate in passing the information, Who acts as center point which passes the information to every one.



3. Probability Chain Pattern of Communication A transmits the information to other in accordance with the law of probability and then these others tell some others in a similar manner.



4. Cluster Chain of Communication :- Selected person who may turn relay the information to selected individual .

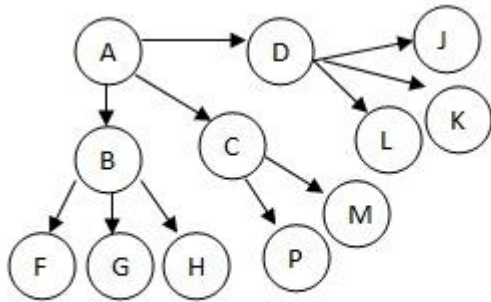


Figure: Grapevine Pattern-Probability Chain

Note: Explain all the characteristics in detail.

Question - 7

What do you mean by listening ? Explain the objectives and advantages of listening .Explain the need of business Communication?

Answer:-

According to Floyd J James:- “Less listening Capacity is a main source or Origin of the problems related with the work at every level”

Listening May be defined as the perception or actual understanding of whatever has been communicated.

Distribution of Time in Communication

Writing - 9%

Reading- 16%

Speaking- 30%

Listening-45%

Main Objectives

1. Listening increases Communication Capacity.
2. Effective Listening will increase the sense of awareness in an Organization.
3. Good Listening can remove human problems
4. Listening also helps in controlling explosive situation.
5. Listening also helps the organization to form better policies.

Advantages:-

1. Helps to understand the real meaning
2. Creates the feeling of Importance
3. For creating positive environment
4. Increase the sense of awareness
5. Help in avoiding explosive situation

Importance of Listening in Business Communication.

1. Listening is a important part of Communication process.
2. Listening play the Main role in the success of general Manager , salesman, personal Manager.
3. Conscious and alert Mind is needed for effective listening.
4. Understand the problem and solve problems.

Unit – 3

Question - 8

What is good and bad News letters ? Explain with examples.

Answer:- Letters which Conveys Information or message that makes the Receiver happy about it and receiver reaction is positive or favorable then such letter comes in the category of good news letter .

Letter conveying message which may not make the receiver happy about it , comes under the category of bad news.

Give example for Both from your book

Quetsion-9

What do you Understand by writing skills ? What are the Steps of Writing skills ? Explain?

Answer:-

1. Writing skill is an important element of written Communication.
2. It is necessary for effective writing of letters, memorandum, reports , speeches etc in the present day business.
3. A written document becomes a permanent record.

Stages of writing skills

1. Planning
2. Ist first draft
3. Amendment
4. Editing

Steps

1. Following Questions have to be answered
 - (a) Why to write?
 - (b) for whom to write ?
 - (c) What to write?
 - (d) Where to write?
 - (e) When to write?
 - (f) How to write?
2. Short and simple words should be used.
3. It should always be brief.
4. It should be appropriate according to subject.
5. It should be factual and trustworthy
6. It should be practical
7. Avoid unnecessary and unwanted words or sentences.

Conclusion: Write conclusion also in your answer .

Question - 10

What do you mean by business letter? Explain its importance. Explain the planning phase of a business letter.

Answer:- Business letters are written to various agents bank and insurance companies , railways ,Post office etc .These letters must be Written with all the seriousness and should be well thought as they Involve social, economic commercial and legal aspects.

Importance

1. To be more effective than meeting personally.
2. Important as a written proof.
3. Written explanation is important.
4. Inexpensive and easy means of contact.
5. Business problems can be solved easily
6. Helpful in business expansion
7. Strengthening old relation.
8. To avoid taking unpleasant and wrong decisions .
9. Help on a large scale to establish credit and goodwill in the market.
10. Helpful on debts clearance.

Planning phase of business letter

- 1.Heading
- 2 Date
- 3.Name and address of the receiver

- 4. Salutation
- 5 Subject Heading
- 6 Body of the letter
- 7 Complementary close
- 8 Signature
- 9 Designation
- 10. Enclosure
- 11. Post Script
- 12 Initials of the typist

Example of letters: Write Specimen

Unit-4

Question -11

What do you mean by Report writing ? What is the process of writing a report? Describe.

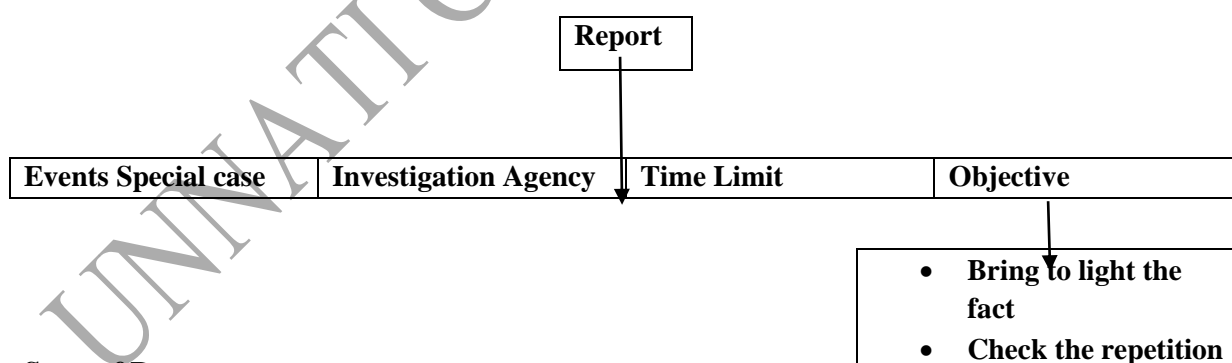
Answer:- Report is defined as communication from someone who has to inform to someone who wants to use that information.

Report relates to a problem or a subject . It is an effort to present facts in an Organized and Systematic way, on the basis of which conclusions are drawn and suggestions are presented. It is a formal statement or document in which a given problem is examined for the purpose of conveying factual.

Information findings putting forward ideas and suggestion are the basis of action.

It may be a statement prepared to present facts relating to planning coordinating. Performance and general state of business in an organization.

According to Oxford Advanced Learners Dictionary of current English –Report means “ To give a spoken or written account of something head seen done studied etc”.



Steps of Report

1. First Step – Plan of Report.
2. Second step –Defining the problem.
3. Third step- Preparation of report
4. Fourth Step- Research/Investigation
5. Fifth Step- report relates to experiments
6. Sixth Step- Analyze data
7. Final step- prepare whole frame work.

Specimen

Question no.12

What is the Concept of presentation ? Describe the factors affecting the presentation.

Answer:- Meaning – presentation means speaking to a listener or a group of listeners with duly prepared lecture which suitable to listeners and the objectives of the related subject It is very important that the presentation of the matter should be effective and must be suitable to listeners keeping in view the nature and circumstances that Influence the listeners presentation can be divided into two parts.

1. Individual Presentation
2. Group Presentation

Objectives

1. Presenting new Commodities/Services
2. Construct model/layout /policy
3. Entertainment of participants/audience and Other
4. Selling products/Services/thoughts or Ideas.
5. Represent a group/department.
6. Suggestions about any solution, problems or new concepts.

Factors affecting Presentation

(A) Body Language

1. Appearance
2. Posture
3. Walking
4. Facial Expression
5. Gestures

(B) Use of voice

1. Volume
2. Tone
3. Pitch
4. Speed

(C) Audience Analysis

(D) Communication Environment

(E) Use of words

(F) Answering Question

Main Principle of Presentation

(A) Purpose of Presentation

- (1) Persuade
- (2) Entertainment
- (3) Analysis

(B) Building of Credibility

(C) Attention

- (1) Subject relates to audience
- (2) Clear Language
- (3) Relation between main subject & other familiar subject
- (D) Confidence

- (E) Sincerity
- (F) Friendliness
- (G) Previewing of presentation
- (H) Toughness
- (I) Development of Main Ideas concept
- (J) Research
- (K) Arousing Interest
- (L) Emphasizing structure
- (M) Ending concluding

Question No.13

Write Short Notes:-

(a) **Speech-** Speech is a social need. In a society there are many formal or informal Occasions when we feel the necessity of a speech. For example, inaugural Functions, Seminars , Corporate, Meetings, Symposiums etc are such occasions . When we have to address or give speech welcoming guests.

Such address should be meaningful , Impressive and appropriate to Occasion, A Speech may be lengthy or short , full of facts full of suitable examples of suggestive .

(ii) **Oral presentation:-** Oral presentation means speaking to a listener or a group of listeners with duly prepared lecture, which suitable to listeners and the objectives of the related subject It is very important that the presentation of the matter should be effective and must be suitable to listeners. Keeping in view the nature and circumstances that influence the listeners.

Presentation can be of two types:

1. Individual presentation
2. Group presentation

Sales presentation :- It is like a discussion sales presentation turns into discussion when the seller gives answers to the question raised by buyers in the context of subject matter during its audio-visual presentation. The Main objective of the seller is to pursue and make the buyer to buy his product and to accomplish this objectives that he trying to satisfy the need and amicably answering the raised objections if any two types of presentation .(1) Persuasive presentation

(11) Goodwill presentation.

Training Presentation:-

According to EB Flippo - Training is a process to increase the knowledge and skills of the workers to perform a specific task.

By Training presentation we mean to provide information to educate to impart training to the audience. It is totally formal. In an Organization the nature of training is generally informative. Prepare Specimen for Report-

Unit - 5

Question No.14:-

What is meant by Modern form of Communication? Explain.

Answer:- If we look into the past and compare it with the present, we find that communication techniques have undergone a drastic change particularly during the past 50 years. This progress has been beyond imagination.

The scientific and technical progress in communication is now termed as information Explosion or information revolution.

Modern age has become the age of information technology. The growth of information technology in the field of communication is intricately linked to the growth of business, Industry and commerce, As business grows new techniques of communication are developed and with that there is further growth of business. It is not an exaggeration to say that business and communication are complimentary to each other.

Modern forms of Communication mostly Include the various form of electronic Machines and gadgets.

Modern forms of Communication is based on modern techniques the main forms of Communication are as follows”-

1. Cellular Phones
2. Pagers
3. Video Conferencing
4. Fax
5. Electronic Mail or E-mail
6. Satellite
7. Citizen Band Radio
8. Internet
9. Intelligent Network
10. Electronic Bulletin Board

Conclusion- The modern techniques of Communication have introduced a Management information system in the field of Business. To make the Communication system more effective

And useful strategic Management and consumer benefit oriented attitudes are adopted and for that information is collected and transmitted continuously with modern means of communication .

Today , new forms of Communication, like computer, Internet, Satellite, transmission etc have become very popular and they are now the necessity of our daily life. For leading businessmen of the 21st century the Information technology is the most powerful weapon to get success in the global Markets.

Question -15

What Is Meant By Body Language ? Explain The Types And Importance Of Body Language.

Answer:- Body language refers to Communicating the message information through body movement of Various parts of our body Conveying feeling and emotions. Proximity refer to transmission of message ,Information through places, around , distant and subject matter around us. Which means Using the atmosphere/environment .

This is a form of non-verbal Communication for which George Terry has given the term “Body language”. It includes twinkling of eyes , biting and moving lips. Clapping and other movements of hands nodding of head etc . It is also known as kinesics, In this a person sends his message to , other persons or groups through interpersonal activities and Movements.

Types of Body Language:-

1. Postures
2. Gestures
3. Facial Expression
4. Eye Contact
- 5 Bodily Contact
- 6 Appearance
- 7 Silence

Importance of Body Language

1. It Explains clearly the feelings and objectives of a person.
2. It helps in expressing the closeness
3. It helps in Controlling and expressing authority
4. It helps in showing the objective or target
5. It helps in applying rules, regulation and instructions

Question :16

Write Short Notes:-

(A) Fax or Facsimile: - It was invented by Alexander Lain of Scotland in 1842. In 1850 Frederick Back well developed a similar Machine. It is a great achievement in the field of information technology. Through Fax any document –Printed or hand written , graph, Chart , Picture etc, can be sent from one place to any other place in the form of a photocopy , with the help of the telephone Network , It takes hardly any time to send the printed or handwritten matter in larger quantity to any place.

(B) **Video Conferencing**;- Video Conferencing is an excellent technique of audio Visual Communication.

People present at distant places Communicate with each other as if attending a Conference or meeting together in a meeting room. Video Conferencing is a substitute of face to face communication Face to Face Video-Conferencing can be accomplished in two ways:-

- (a) By using Computer – Computer conferencing
- (b) Without using computer- Needs digital web camera.

(C) **E-Mail (Electronic Mail)**- Just as letters are sent from one place to some other place by dak/post so also letters are now sent through computer from one place to other- It is known as e-mail .E-mail is a form of using Internet, Through e-mail a Message can be communicated from one place to another place faster than any other channel/media of communication. In 1960 Email was known as CBMS computer Based Messaging system.

(D) **Internet**- Internet is the most modern International Communication system which creates by connecting Computer with the help of telephones, an International route for exchange of message information promptly without delay throughout the world internet takes care of our requirement whether they are smallest or biggest.

(E) **Para language**;- Para language is the study of voice quality , volume speech rate and the manner of speaking beyond the said words at points out on “ how” of speakers voice rather than” What of the words the following quality can be checked for it.

- (a) Tone (b) Pitch (c) Speed of Delivery (d) Pauses (e) stress

With the help of Para language a parson’s moods feeling State of mind is judged and it helps in building effective communication.

(F)**E-Commerce**- E-Commerce emerged in the world in 1970 with the establishment of personal computer network by some companies to develop computer based information system E-Commerce has made our business and commercial activities very efficient with the help of IT and advanced Computer network .The exchange of goods and services between two or more parties through electronic media is called E-commerce Electronic Data Interchange (EDI) is the main element of E-Commerce. The process of exchanging various trade, business, Commercial information in standard format through computer Network in known as EDI for forms of E-Commerce. 3 firms

- 1. Consumer to Business
- 2. Business to business
- 3. Internal Buying

All the best for your Exam