

Concept Based Notes

Communication

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Section-I

Q.1. What is Communication?

Ans. Communication is the process by which information is transmitted between individuals and organizations so that an understanding response results.

Q.2 What are the objectives of Communication?

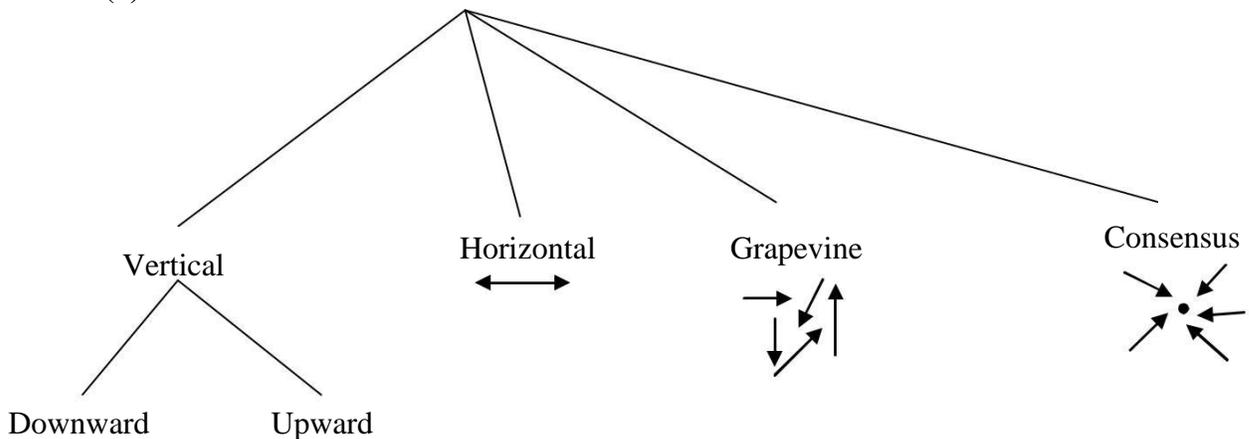
Ans. Various objectives of Communication are:—

- 1) **Information:** One of the most important objectives of communication is passing or receiving information about a particular fact or circumstance.
- 2) **Advice:** Advice is an important objective of communication as it involves personal opinions and is likely to be subjective. Advice is given to influence his/her opinion or behavior.
- 3) **Order:** Order is an authoritative communication. The downward flow of information is dominated by orders. Orders may be written or oral, general or specific, procedural or operational, mandatory or discretionary.
- 4) **Suggestion:** Suggestion enjoys great advantage over other means of communication like advice or order. Suggestion is supposed to be very mild and subtle form of communication.
- 5) **Persuasion:** It is an important objective of communication. In the office or the factory, the lazy, the incompetent and the disgruntled workers have to be persuaded to do their work.
- 6) **Education:** Education is a very conscious process of communication. The main purpose of education is to widen knowledge as well as to improve skills.

- 7) **Warning:** Warning is a forceful means of communication as it demands immediate action. If employees do not abide by the norms of the organization, or violate the rules and regulations, it may become necessary to warn them.
- 8) **Raising Morale:** Morale boosting is only possible through communication. High morale results in better performance.
- 9) **Motivation:** Motivation energizes and activates a person and channelizes his behavior towards the attainment of desired goals.
- Thus, motivation as a form of communication is very crucial in handling human behavior.

Q.3. What are the various types of communication?

Ans. (1) **Formal Communication:**



(2) **Informal Communication (Grapevine)**

(1) **Informal Communication:—**

(a) **Downward Communication:** Downward communication flows from a superior to the subordinate staff.

Its objectives are:—

- To give directions about some job.

- To convey assessment of performance.
- To explain the rationale of the job.

Its limitations are:—

- Under communication or over communication.
 - Delay.
 - Loss of information.
 - Distortion.
 - Resentment by subordinate staff.

To make it effective:—

- Managers should be adequately informed.
- Managers should be clear how much to communicate.
- Information should be passed on to the correct person.

(b) **Upward Communication:** Upward communication moves from the subordinate staff to the superiors.

Its importance is:—

- Provides feedback to the superiors.
- Releases the pent up emotions of the subordinate staff.
- Provides the superiors with useful suggestions.
- Promote harmony.

Its limitations are:—

- Employees are reluctant to express themselves.
- Employees fear that their criticism may be interpreted as a sign of their personal weakness.
- Great possibility of distortion.
- Bypassed superiors feel insulted.
- Resentment by subordinate staff.

To make it effective:—

- Superiors should take initiative to get close to the subordinate staff.
- Keep the lie of communication short.

Horizontal Communication:—