

Biyani's Think Tank

*Concept based notes*

# **Business Communication**

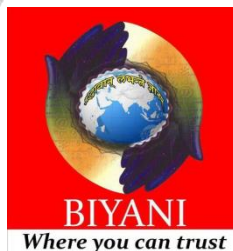
*(BBA Part-I)*

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# *Preface*

I am glad to present this book, especially designed to serve the needs of the students. The book has been written keeping in mind the general weakness in understanding the fundamental concepts of the topics. The book is self-explanatory and adopts the “Teach Yourself” style. It is based on question-answer pattern. The language of book is quite easy and understandable based on scientific approach.

Any further improvement in the contents of the book by making corrections, omission and inclusion is keen to be achieved based on suggestions from the readers for which the author shall be obliged.

I acknowledge special thanks to Mr. Rajeev Biyani, *Chairman* & Dr. Sanjay Biyani, *Director (Acad.)* Biyani Group of Colleges, who are the backbones and main concept provider and also have been constant source of motivation throughout this Endeavour. They played an active role in coordinating the various stages of this Endeavour and spearheaded the publishing work.

I look forward to receiving valuable suggestions from professors of various educational institutions, other faculty members and students for improvement of the quality of the book. The reader may feel free to send in their comments and suggestions to the under mentioned address.

Author

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University of Rajasthan, Jaipur BBA Part I

Paper-II Business Communication

Minimum Pass Marks: 36

3 Hours duration

Unit-1

Concept and objectives of Communication, Effective Communication, Communication Process, Types of Communication-Upward and Downward Horizontal. Grapevine

Unit-II

Media of Communication: Written, oral, face-to-face, visual, audio-visual, modern media telex, fax, teleconferencing, E-mail, media of non-verbal communication, kinesics effects.

Unit-III

Barriers to communication: Wrong choice of medium, Physical barriers, Semantic barriers, Different comprehension of reality, Socio-psychological barriers.

Unit-IV

Aids to correct writing: Tenses, Modals, Conditional Infinitives, gerunds and participles, Active & Passive voice, Subject-verb agreement, Common errors.

Unit-V

Practical aspects of business communication: Report writing, Public speaking, Seminar Interview, group discussion Effective listening

Writing Skills: types of business letters and letters writing.

## Section-I

### Q.1. Define Communication?

**Ans.** The word communication has been derived from the Latin word 'communicare' that means 'to share'. Communication may be defined as interchange of thought or information between two or more persons to bring about mutual understanding and desired action.

According to Keith Davis, it is “the process of passing the information and understanding from one person to another.” “Communication is something so simple and difficult that we can never put it in simple words”, says Prof. Mathew.

### Q2. What do you understand by Business Communication?

**Ans.** Business communication can be defined “as a process in which business related ideas, plans, strategies, messages, etc. are exchanged among different stake holders, namely manufacturers, suppliers, retailers, buyers and government agencies, etc.”

In the words of Brennan, “Business Communication is the expression, channeling, receiving and interchanging of ideas in commerce and industry”.

In the words of William Scott, “Organizational communication is a process which involves the transmission and accurate replication of ideas ensured by feedback for the purpose of selecting actions which will accomplish organizational goals”.

### Q3. 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) **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.
- 4) **Raising Morale:** Morale boosting is only possible through communication. High morale results in better performance.
- 5) **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.



6) **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.

7) **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.

8) **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.

9) **Education:** Education is a very conscious process of communication. The main purpose of education is to widen knowledge as well as to improve skills.

#### **Q.4. Define Effective Communication. What are the principles of effective communication. Or**

##### **What are the seven “Cs” of Effective Communication?**

**Ans.** There are 7 C's or principles of effective communication which are applicable to both written as well as oral communication. These are as follows:

1. **Completeness** - The communication must be complete. It should convey all facts required by the audience. The sender of the message must take into consideration the receiver's mind set and convey the message accordingly. A complete communication has following features:

- a. Complete communication develops and enhances reputation of an organization.
- b. Moreover, they are cost saving as no crucial information is missing and no additional cost is incurred in conveying extra message if the communication is complete.
- c. A complete communication always gives additional information wherever required. It leaves no questions in the mind of receiver.
- d. Complete communication helps in better decision-making by the audience/readers/receivers of message as they get all desired and crucial information.
- e. It persuades the audience.

2. **Conciseness** - Conciseness means wordiness, i.e. communicating what you want to convey in least possible words without forgoing the other C's of communication. Conciseness is a necessity for effective communication.

Concise communication has following features:

- a. It is both time-saving as well as cost-saving.
- b. It underlines and highlights the main message as it avoids using excessive and needless words.
- c. Concise communication provides short and essential message in limited words to the audience.

- d. Concise message is more appealing and comprehensible to the audience.
- e. Concise message is non-repetitive in nature.

3. **Consideration** - Consideration implies “stepping into the shoes of others”. Effective communication must take the audience into consideration, i.e. the audience’s view points, background, mind-set, education level, etc. Make an attempt to envisage your audience, their requirements, emotions as well as problems. Ensure that the self-respect of the audience is maintained and their emotions are not at harm. Modify your words in message to suit the audience’s needs while making your message complete. Features of considerate communication are as follows:

- a. Emphasize on “you” approach.
- b. Empathize with the audience and exhibit interest in the audience. This will stimulate a positive reaction from the audience.
- c. Show optimism towards your audience. Emphasize on “what is possible” rather than “what is impossible”. Lay stress on positive words such as jovial, committed, thanks, warm, healthy, help, etc.

4. **Clarity** - Clarity implies emphasizing on a specific message or goal at a time, rather than trying to achieve too much at once. Clarity in communication has following features:

- a. It makes understanding easier.
- b. Complete clarity of thoughts and ideas enhances the meaning of message.
- c. Clear message makes use of exact, appropriate and concrete words.

5. **Concreteness** - Concrete communication implies being particular and clear rather than fuzzy and general. Concreteness strengthens the confidence. Concrete message has following features:

- a. It is supported with specific facts and figures.
- b. It makes use of words that are clear and that build the reputation.
- c. Concrete messages are not misinterpreted.

6. **Courtesy** - Courtesy in message implies the message should show the sender’s expression as well as should respect the receiver. The sender of the message should be sincerely polite, judicious, reflective and enthusiastic. Courteous message has following features:

- a. Courtesy implies taking into consideration both viewpoints as well as feelings of the receiver of the message.
- b. Courteous message is positive and focused at the audience.
- c. It makes use of terms showing respect for the receiver of message.
- d. It is not at all biased.

7. **Correctness** - Correctness in communication implies that there are no grammatical errors in communication. Correct communication has following features:

- The message is exact, correct and well-timed.
- If the communication is correct, it boosts up the confidence level.
- Correct message has greater impact on the audience/readers.
- It checks for the precision and accurateness of facts and figures used in the message.
- It makes use of appropriate and correct language in the message.

Therefore, the effective communication system is one which achieved its objectives. Communication is effective where there are no barriers to communication. The message should be clear and complete. The communication should always be consistent with the objectives, policies and programmes of the enterprise. Communication is effective when the workers are receptive to it and are able to give relevant feedback.

**Q5. Explain Communication Process. Discuss its various components.**

**Ans.** The communication process is a dynamic framework that describes how a message travels between a sender and receiver using various communication channels. Its goal is to ensure the receiver decodes the message correctly and can provide feedback with ease and speed. This is especially important for larger organizations that need to notify people in different areas and time zones about an event, problem or change.

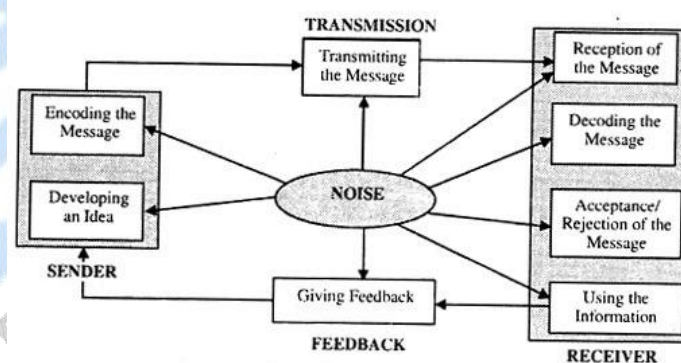


Figure 1.2: The Communication Process

The main components of communication process are as follows:

1. **Medium or channel** - Medium is a means used to exchange/transmit the message. The sender must choose an appropriate medium for transmitting the message else the message might not be conveyed to the desired recipients. The choice of appropriate medium of communication is essential for making the message effective and correctly interpreted by the recipient. This choice of communication medium varies depending upon the features of communication. For instance - Written medium is chosen when a message has to be conveyed to a small group of people, while an oral medium is chosen when spontaneous



feedback is required from the recipient as misunderstandings are cleared then and there.

2. **Receiver/Decoder** - Recipient/Decoder is a person for whom the message is intended/aimed/targeted. The degree to which the decoder understands the message is dependent upon various factors such as knowledge of recipient, their responsiveness to the message, and the reliance of encoder on decoder.

3. **Feedback** - Feedback is the main component of communication process as it permits the sender to analyze the efficacy of the message. It helps the sender in confirming the correct interpretation of message by the decoder. Feedback may be verbal (through words) or non-verbal (in form of smiles, sighs, etc.). It may take written form also in form of memos, reports etc.

### Q.6. What are the various types of communication?

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

a. Vertical



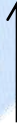
b. Horizontal



c. Downward

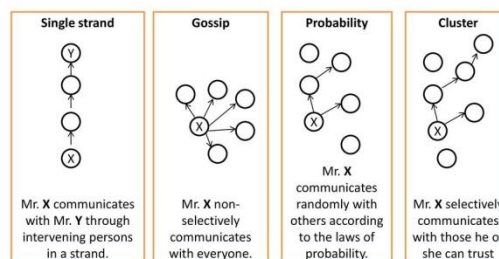


d. Upward



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

Informal communication networks in an Organization (Grapevine)



(1) **Formal Communication:—**

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

Its **objectives** are:—

- To give directions about some job.
- To explain policies and procedures.
- 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 line of communication short.

(c) **Horizontal Communication:-** It flows between people at the same level.

It is **important for** promoting understanding and coordination among various people or departments.

- It is carried on through face to face discussion, telephonic talk, periodical meetings & memos.

(d) **Consensus:-** Consensus is the process of arriving at agreement through consultation.

(2) **Informal Communication:—**

**Grapevine:-**

- It is an informal channel of communication.
- Primarily a channel of communication of horizontal communication, it can flow even vertically and diagonally.

It is of **4 types:—**

- Single strand: Flows like a chain.
- Gossip: One person tells everyone else.

- Probability: Information may move from anybody to anybody.
- Cluster: Moves through selected group.

**Importance:—**

- Emotional relief.
- Harmony and cohesiveness in the organization.
- Fast channel.
- Provides feedback.

**Demerits:—**

- Distortion of information.
- May transmit incomplete information.
- Travels with destructive swiftness.
- Keep an eye on rumor-managers.
- Use it primarily for feedback.
- Contradict rumors promptly.

**Q7. Define Grapevine Communication. Explain its characteristics, types, advantages and disadvantages.**

**Ans.** Grapevine communication is defined as unstructured and Informal network formed on social relationship rather than organizational charts or job descriptions. It is actually an informal vehicle through which message flows throughout the organization.

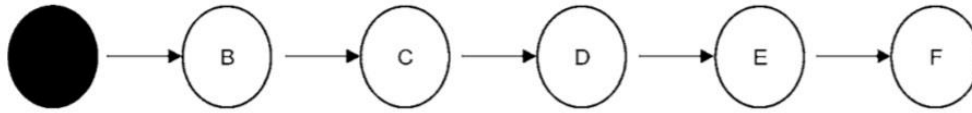
Grapevine is a channel through which the actual communication between various troops of the organization takes place and gives out the desired outcome. Since it is unstructured and not under complete control of management, it moves through the organization in every direction.

It moves upwards, downward, and diagonally, within and without chains of command, between workers and managers, and even with and without a company. It gives out an idea that grapevine is not a form of communication which follows structural path. It moves in all the direction that is up, down and even diagonally.

**Types of Grapevine Communication:** There are 4 types of grapevine communication are:

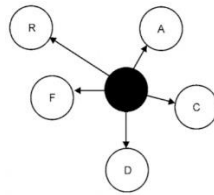
- a) Single Strand Chain
- b) Gossip Chain
- c) Probability Chain
- d) Cluster Chain

**a) Single Strand Chain:** Single Strand Chains are those which follow single chain transmission.



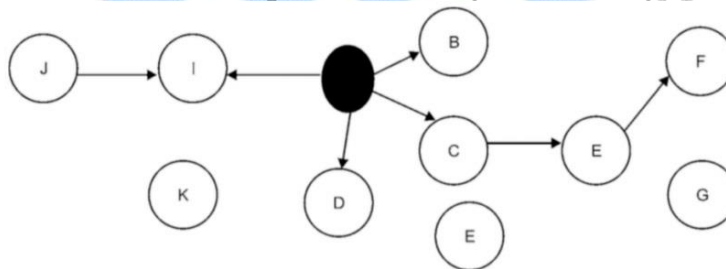
For example, A tells to B, who tells it to C & so on. The longer the strand, the more is the distortion and filtering effects. For example, if any employee is at the verge to be declared as the new team leader, then this message travels in a single chain.

- b) Gossip Chain:** Gossip chains are those in which Group of people gather up to discuss matters of mutual interest. These chains are generally considered to be slow in passing the information.

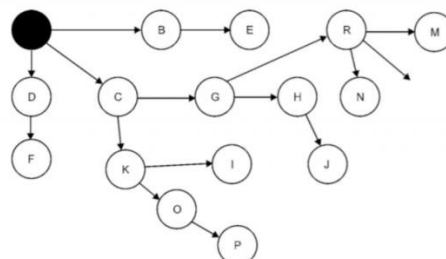


For example, a message of 'not-on-job' is passed through this type of chain.

- c) Probability Chain:** Probability Chain is an informational network where each of the individual randomly tells others the same message. The source of information for each of the person hearing the message is different.



- d) Cluster Chain:** Cluster chain is an informational network where someone first tells the message to the selected individuals and those selected individuals pass the same information to other selected individuals and the process continues in the same way.



Most of the informal communication follows this chain. Here the pivotal or the centre person passes the information to the other persons who pass the information to the other selected persons.



### Characteristics of Grapevine Communication:

Some general characteristics of grapevine communication are:

- a. **Huge Impact**- A large number of employees in an organization depends on the grapevine because they consider this as the primary source of information as well as the reliable channel to communicate about the facts and events within the firm.
- b. **Extensive** - Grapevine links the whole organization very quickly. From top to bottom of an organization, nobody is left from the touch of grapevine. That's why sometimes grapevine communication is considered very effective communication.
- c. **Flexibility** - It is more flexible than formal channels because formal channels require various formalities whereas grapevine is free from those formalities. Gossiping, sharing moments or conversation are enough to create a grapevine.
- d. **Speed** - Information moves very quickly through the grapevine. Grapevine runs faster than the wind.
- e. **Distortion** - Information spreading through grapevine is like to be distorted as it moves point to point, terminal to terminal or person to person. e.g. Mr. X got married recently such information can be distorted as Mr. X got married outside of his country two years ago.
- f. **Oral Way** - Grapevine uses oral techniques more rather than written or non-verbal techniques. As oral communication involves less time, grapevine is likely to be dependent on oral mode.
- g. **Large Receivers** - As the text or essence of grapevine is catchy, there exists a large receiver to deal with it. A huge number of individuals are always there to take part in grapevine.
- h. **Extra Ability** - Grapevine can pierce the strong security and can fly from mouth to mouth very easily. It has more ability to spread throughout the whole organization.
- i. **Unsaid Information** - Grapevine normally carries that information that formal communication does not wish to convey. Information based on fabrication or rumour is supposed to be transmitted more in a better way through grapevine.
- j. **Contradictory Information** - The same information which is transmitted through formal chain can be distorted and therefore can raise contradiction if it passes through grapevine.

### Advantages of Grapevine Communication:

- a. **Spreads Rapidly** - Being a channel free from documentation and hierarchal barriers, grapevine serves as the fastest medium of exchanging thoughts and information within and outside an organization.
- b. **Quick Feedback** - Every action has an equal and opposite reaction,, and in the case of grapevine it is quick too. The feedback of the rumour reaches in no time back to the person from where the rumour originated.

- c. **Group Cohesiveness** - Gossips, which are a form of grapevine, often becomes the main reason for bringing people closer and making them friendly. Gossip increases interaction between the employees which directly increases workability of any organization.
- d. **Propagate Quickly** - One of the most important benefits of grapevine communication is that it keeps the employees updated. Any news, good or bad reaches everyone and allows them to respond according to it.
- e. **Substitute for formal channel of communication** - As we all know that formal communication is time-consuming as it is full of formalities.

### **Disadvantages of Grapevine Communication:**

- It may provoke sudden unexpected and unwanted reactions from emotionally unstable persons.
- Grapevine is sometimes dangerous to the organisation health if permissible to grow without monitoring.
- It has the potential to spread irrelevant gossip.
- It may result in personal vilification and character assassination of persons.
- Grapevine channels can be moderated but not eradicated.
- Grapevine channel exaggerates or distorts the message content.
- The grapevine communication among the employees and employers cannot be stopped even though the upper level of management put an effort on it. Communication is after all, a natural human activity. There are several ways on how to deal with grapevine communication and next it can be used as a medium channel between the employer and employee in the organization.

### **Worksheet- I**

#### **Short Answer Questions**

1. Define Communication.
2. Explain in brief the objectives of Communications.
3. What do you mean by Business Communication?
4. What is non-verbal Communication?
5. What are the channels of Verbal Communication?
6. What are the various types of Grapevine Communication?
7. Explain the seven 'Cs' of effective Communication.

#### **Fill in the blanks**

1. Communication is \_\_\_\_\_ of information from one person to another.
2. One of the functions of Business communication is to collect \_\_\_\_\_ for the managers.
3. The communication process includes Non-verbal, Verbal & \_\_\_\_\_ communication.

4. Physical presence is not necessary in \_\_\_\_\_ communication.

Answers: 1) Exchange 2) Information 3) Written 4) Written

State whether the following is true or false.

1. Verbal communication is useful from the view point of proof.
2. Physical presence of both parties is not necessary in written communication.
3. Communication plays an important role in making good relations with the suppliers.
4. It takes a lot of time in exchange of messages through non-verbal communication.
5. Stand alone is a type of informal communication

Answers- 1) False 2) True 3) True 4) False 5) False

### Key Terms:

- **Communication:** It transfers the knowledge, information, idea etc.
- **Receiver:** Receiver is the one who receives the information, idea, knowledge sent by the sender.
- **Sender:** Sender is the one who sends the information, idea, and knowledge to the receiver.
- **Communication Process:** It is the process which carries between sender to receiver.
- **Formal Communication:** Formal Communication is kind of communication which flows by the formal channels.
- **Informal Communication:** Informal communication flows informally without any formal hierarchy.
- **Upward Communication:** Upward Communication is kind of communication which flows down to up.
- **Downward Communication:** Downward Communication is kind of communication which flows upward to downward.

## Section-II

### Q.1. What are the various media of communication?

**Ans.** The various media of communication are:

- a) **Written Communication:** It includes letters, circulars, memos, telegrams, reports, minutes, forms and questionnaires, manuals etc. Therefore, everything in written form falls in the area of written communication.

**Merits:—**

- Accurate
- Precise
- Permanent Record
- Legal Document
- Can reach a large number of people simultaneously.
- Helps to fix responsibility.

**Limitations:—**

- Time Consuming
- Expensive not in terms of postage but of the time of so many people.
- Quick clarification is not possible.

- b) **Oral Communication:** Includes face to face conversation, conversation over the telephone, interview, and group discussion.

**Merits:—**

- Saves time
- Saves money
- Immediate feedback
- Can be informal
- Immediate clarification

**Limitations:—**

- Not possible for distant people in the absence of mechanical devices.
- Unsuitable for lengthy messages.
- Message cannot be retained for long
- No legal validity
- Greater chances of misunderstanding
- Not easy to fix responsibility

- c) **Face to Face Communication:—**

**Merits:—**

- Expression and gestures makes communication very effective.
- Very suitable for discussions.

**Limitations:-**

- Unsuitable for large organizations.



- Unsuitable for large gatherings.
  - Ineffective if the listener is not attentive.
- d) **Visual Communication:** It encompasses gestures and facial expressions, tables, charts, graphs, diagrams, posters, slides, film strips etc. It is suitable only to communicate elementary and simple ideas, can be effective if used in combination with other media.
- e) **Audio-Visual Communication:** It encompasses television and cinema films that combine the visual impact with narration.
- f) **Computer based Communication:** It includes e-mails, voice mails, cellular phones, fax etc.

**Advantage:—**

- The quickest means of communication.
- The barrier of space is conquered.
- Video-conferencing can replace personal meetings.
- Storage and retrieval of permanent record had become easier.

**Limitations:—**

- Uncertain legal validity.
- The virus malady.
- Fear of undesirable leakage.

**Q.2. What is non-verbal Communication?**

**Ans.** Non-verbal Communication is communication transmitted without the use of words.

**Characteristics of non-verbal communication:—**

- 1) Verbal and non-verbal clues co-exist.
- 2) Body postures, gestures and dress suggestive of social status and education level.
- 3) Non-verbal clues are more reliable than verbal clues.
- 4) Non-verbal clues carry cultural biases.
- 5) It is necessary to interpret non-verbal clues in relation to their context.

**KINESICS: Body Language**

**KINESICS**-The study of body language is the most important aspect of non-verbal communication.

Body language includes facial expression, gestures, body movements, posture, eye contact and touch.

1. **Facial Expression:** Face is the index of the mind. A glance at someone's face is enough to give them clues about the subject's mental state.

2. **Gestures:** A gesture is a movement of the head, hands or legs to express an idea, feeling or emotions.
3. **Body Movements:** Body movements refer to the positioning or movement of the body.
4. **Posture:** Posture means the way in which someone usually stands or sits or holds his shoulders, neck and back.
5. **Eye Contact:** Eye contact is a very subtle aspect of body language. It regulates interaction.
6. **Touch:** Like gestures, touching is also one of the earliest methods of communication among human beings.

### Q3. Differentiate between Oral and Written Communication.

**Ans.** The major differences between oral and written communication are as follows:

#### 1. **Introduction:**

Oral Communication: Form of communication in which information, ideas or messages are conveyed, transmitted or exchanged via face to face conversation or verbally.

Written Communication: Here, a form of communication in which messages or ideas is conveyed, transmitted or exchanged through writing or texting.

#### 2. **Transmission Speed:**

Oral Communication: Very fast and easy transmission of information or message

Written Communication: It is the slow transmission of information and messages.

#### 3. **Verification:**

Oral Communication: It is very difficult or almost impossible to verify the sent message

Written Communication: Here, one can verify messages.

#### 4. **Cost and Time**

Oral Communication: It is a less costly and less time-consuming way of communication.

Written Communication: It costs money for typing, printing and later delivering the message. So, it is a costly and also time-consuming means of communication.

#### 5. **Proof/Evidence**

Oral Communication: There is no real proof because there will be no record of the message because the way of communication is via word of mouth

Written Communication: Records of written communication can be preserved properly. So, there is proof or evidence.

**6. Type of Communication**

Oral Communication: Informal

Written Communication: Formal

**7. Reliability**

Oral Communication: Not much more reliable than written communication

Written Communication: It is a very much reliable means of communication

**8. Flexibility**

Oral Communication: It is more flexible compared to written form.

Written Communication: It is less flexible than oral communication

**9. Suitable or Applicable**

Oral Communication: It is often suitable or applicable if the sender and receiver are nearer to each other

Written Communication: It is applicable and suitable for long-distance communication only if the sender and receiver are at a distant place or far away from each other.

**10. Immediate Feedback**

Oral Communication: Possible

Written Communication: Impossible

**11. Examples**

Oral Communication: E.g. Face-to-face conversation, telephone conversation, speech, webinars, meetings etc.

Written Communication: For, e.g. Text messages, letters, journals, e-mail etc.

**Q4. What are modern means of communication? Explain in detail.**

**Ans.** Present day business communication is no more confined to geographical boundaries. The world seems to have been squeezed in the small room, where, with the help of certain facility, it is possible to communicate with anyone in any part of the world.

The Information Technology Revolution has transformed the business communication with manifold and multidimensional effects. Availability of information at higher speed and cheaper cost has changed the conventional written and formal communication to more direct and informal communication.

**MODERN FORMS OF COMMUNICATION-**

**1. Electronic Mail or E-mail:** E-mail is a facility on computer to send messages from one person to another or from one place to another. It involves sending of message by a telecommunication links. The message is typed on a computer screen at one end, and is conveyed to the other end through electric impulses. Under this system, a computer holder has to become member of some

electronic mail operator. E-mail is very fast. Time and Paper is saved by e-mail system and it is not at all expensive.

2. **Internet:** Internet can be defined as international network of computers. It is that network which connects the computers all over the world across International Territories. We can use internet to buy things, to find latest information's in the business, course information in different universities for students etc. To use internet, it is necessary to become member of internet service provider.

3. **Fax:** Fax is a technique of electronic communication in which photocopies of the documents are sent with the help of telephone lines. It is a very quick means of transmitting and receiving visual material such as photographs, diagrams, documents, copies of art work etc. It takes airtel t e minutes in transmission of documents. It ones not require the message to be typed or copied first, therefore there is no scope for copying errors". Faxing a document is like instantaneous transmission of a photo copy of the document.

4. **Video Conferencing:** Video conferencing is an excellent technique of audio-visual communication. People present at distant places can communicate with each other like attending a meeting, or conference in a meeting room. Under this system, a meeting is conducted using television displays of the participants and with the sound of their voices. Thus, the participants can see one another on television screen and can hear one another. In this way they exchange their views. In this technique not only the communication of message is possible but also concerned persons can talk direct among themselves and their postures, facial expressions, gestures etc. also help in Communication of the message. In real sense, it is a substitute of face to face communication. Video-conferencing can be accomplished in two ways:

(i) **By using computer:** It is known as computer conferencing and for this computer, web camera, telephone connection and internet connection are required.

(ii) **Without using computer:** Video conferencing without the use of computer needs digital web camera, video conferencing machine, telephone, satellite connection and projector.

(5) **Cellular Phones:** Cellular phones are also known as mobile phone as it is very small in size and can be taken easily wherever we go. It provides the advantage of connectivity, convenience and freedom to roam. The possessor of mobile phone can talk even during driving car or travelling in train. Now, most of the business transactions and exchange of information take place on mobile phones as it provide facility of talking with anyone at any time at any place.

(6) **Computer:** The computer is the head and heart of modern information technology. Computer accepts stores and processes the data as per instruction and communicates the information at very high speed. Computer is used to compose, edit, revise and print business letters, report, memos and presentations.



(7) **Voice mail:** This technique is used to leave short messages for the person who is not available at the moment. This facility requires telephone equipment and computerized call management system.

(8) **Telex or Teleprompter:** The telex is the name given by the post office people to a teleprompter whereby written messages can be communicated from one place to another with the help of a machine.

When a message is to be sent, the typist presses a button, waits for the dial tone, dials the number desired and if the number is contacted, types the message. The message as typed in the originating office is typed on a small strip of paper at the receiver's end. This is one of the quickest and most accurate methods of transmitting written communication.

## Worksheet- II

### Short Answer Questions

1. Which are the main components of communication process?
2. Write in brief about the main models of communication.
3. Discuss in brief about communication process.
4. Communication is life blood for organization. Discuss in brief
5. "Recent technological developments have changed the scenario of communication." Comment.

### Fill in the blanks

1. Various means of sending information make communication \_\_\_\_\_ together with each other.
2. Out of the Indian communication models before independence, the main models were \_\_\_\_\_.
3. Source Encoding, Channel, Decoding and Reaction are the main \_\_\_\_\_ of communication process.
4. Sender, channel and \_\_\_\_\_ are the main components of Murphy model of communication.

Answers: 1) Model 2) Components 3) Receiver

State whether the following statements are true or false.

1. According to interpersonal model of communication, the opinion of the sender and the receiver is the same topics.
2. There is a definite sequence of events according to Berlo's Dynamic Process Model of Communication.
3. According to dense Model Communication process is in a dynamic circular form.

4. Main component of Indian Communication System is being “Vashudhaiva Kutumbkam”.
5. Nothing is charged for sending and receiving E-mail even though the message travels across the world.

Answers: 1) True 2) False 3) True 4) True 5) True

### Key Terms:

- **Written Communication:** It is kind of communication which used to be in written form.
- **Oral Communication:** It is kind of communication which used to be in oral form.
- **Upward Communication:** Upward communication flows from downward to upward, i.e. from lower level to upper level.
- **Downward Communication:** Downward Communication flows from upward to downward, i.e. from upper level to lower level.
- **Kinesics** The study of body language.
- **Verbal Communication:** It is kind of communication which is usually in verbal terms.
- **Nonverbal Communication:** It is kind of communication in which no verbal communication is used rather nonverbal gestures, postures, body language etc are used.
- **Modern Means of Communication:** The modern means of communication are those which use new technology such as the internet, telephone, video conferencing etc.

## Section-III

### Q.1. What are the barriers to communication?

**Ans.** Each communication must be transmitted through an appropriate medium. An unsuitable medium is one of the biggest barriers to communication.

#### Physical Barriers:—

- Noise: Noise in a factory, external disturbance in telecom facilities, poor writing, bad photocopies etc.
- Time and Distance: It can also act as a barrier to communication.

#### Semantic Barriers:—

- Interpretation of Words: It is quite possible that the receiver of a message does not assign the same meaning to a word as the transmitter had intended. This may lead to miscommunication.
- Words carry different meanings, shades or flavors to the transmitter and receiver.
- To minimize semantic barriers, we should—
  - Use familiar words.
  - Clarify the shades.
  - As far as possible, use words with positive connotations.

Barriers caused by different comprehensions of reality are:—

- Abstracting means picking up few details and leaving out others.
- Slanting means giving a particular bias or slant to the reality.
- Inferring means drawing inferences from observation.

#### Socio-Psychological barriers:—

- Attitude and Opinions: We react favorable or are hostile according to our personal benefit.
- Emotions: We cannot transmit nor receive anything correctly if our mind is agitated.
- Closed Mind: We hold our opinion so rigidly that we just refuse to listen.
- The Source of Communication: We react according to the trust we have in the source of communication.
- Inattentiveness: We unconsciously become inattentive if communication contains new idea or if we don't like an idea.
- Faulty transmission: Part of the message is lost in transmission and can also act as a barrier.
- Poor Retention: Oral messages in particular are lost due to poor human retention.
- Status Consciousness: We are over-conscious of our lower or higher rank and do not express ourselves candidly.

**Q2. Explain the methods to remove barriers of communication.**

**Ans.** In order to remove hindrances in the way of communication the following steps are worth consideration:

1. **Clarify Ideas before Communication:** The person sending the communication should be very clear in his mind about what he wants to say. He should know the objective of his message and, therefore, he should arrange his thoughts in a proper order
2. **Communicate According to the Need of the Receiver:** The sender of the communication should prepare the structure of the message not according to his own level or ability but he should keep in mind the level, understanding or the environment of the receiver.
3. **Consult Others before Communication:** At the time of planning the communication, suggestions should be invited from all the persons concerned. Its main advantage will be that all those people who are consulted at the time of preparing the communication plan will contribute to the success of the communication system.
4. **Be Aware of Language, Tone and Content of Message:** The sender should take care of the fact that the message should be framed in clear and beautiful language. The tone of the message should not injure the feelings of the receiver. As far as possible the contents of the message should be brief and excessive use of technical words should be avoided.
5. **Convey Things of Help and Value to the Listener:** The subject matter of the message should be helpful to the receiver. The need and interest of the receiver should specially be kept in mind. Communication is more effective in such a situation.
6. **Ensure Proper Feedback:** The purpose of feedback is to find out whether the receiver has properly understood the meaning of the information received. In the face-to-face communication, the reaction on the face of the receiver can be understood.  
But in case of written communication or some other sort of communications some proper method of feedback should be adopted by the sender.
7. **Consistency of Message:** The information sent to the receiver should not be self-contradictory. It should be in accordance with the objectives, policies, programmes and techniques of the organisation. When a new message has to be sent in place of the old one, it should always make a mention of the change otherwise it can create some doubts.
8. **Follow up Communication:** In order to make communication effective the management should regularly try to know the weaknesses of the communication system. In this context effort can be made to know whether to lay more stress upon the formal or the informal communication would be appropriate.



Similarly, suggestions can be invited in respect of the medium of communication (oral, written and gestural) to know as to which medium would be more effective and appropriate.

**9. Be a Good Listener:** It is the essence of communication that both the sender and the receiver should be good listeners. Both should listen to the each other's point of view with attention, patience and positive attitude. A sender can receive much relevant information by being a good listener.

### Worksheet- III

#### Short Answer Questions

- 1) What do you mean Communication Barriers?
- 2) Give four suggestions to improve communication barriers.
- 3) Give any four Barriers of Physical and Mechanical Barriers of Communication.
- 4) Give any two barriers organizational Barriers.
- 5) What do you mean by miscommunication?

Fill in the blanks.

- 1) When the message from sender is not received by the receiver in its original form is known as \_\_\_\_\_
- 2) Noise, time & distance etc. are examples of \_\_\_\_\_ barriers.
- 3) Uses of seven C's – Courtesy etc. are suggestions for improvement of \_\_\_\_\_ .
- 4) Line and staff relation, long scalar chain, lack of communication devices etc are examples of \_\_\_\_\_ barriers.

Answers- 1) Miscommunication 2) Physical or Mechanical barriers

#### Key Terms:

- **Interpersonal Skills:** Interpersonal skills are skills needed to communicate, interact and get along with other people. Those with this kind of skills can interpret other people and are always aware how their behavior impacts them.
- **Intrapersonal Skills:** Intrapersonal skills are those skills and communications that occur within a person's own mind, and are not to be confused with interpersonal skills, which refer to interactions with other people or personalities.

- **Conceptual Skills:** Conceptual skills are the ability of a manager to visualize the organization as a whole, discern interrelationships and understand how the organization fits into the society.
- **Decision Making Skills:** One of the most crucial qualities of a good manager is the ability to make decisions. In the course of a day, a manager needs to make several decisions at their own for the company purpose.
- **Abstracting** means picking up few details and leaving out others.
- **Slanting** means giving a particular bias or slant to the reality.
- **Inferring** means drawing inferences from observation.



## Writing Skills

### Q.1. What are the essentials of an effective business letter?

**Ans.** A business letter is an important form of written communication. Therefore, business letter should include the following:

- **Promptness:** As a rule, respond to the letter the day it is received.
- **Knowledge of the Subject:** Knowledge of the past correspondence, if any, the requirements of the sender of the letter as well as knowledge of the firm's policies.
- **Appropriateness:** Vary the tone and language of your letter according to the need of the occasion.
- **Accuracy, Completeness and clarity:** All facts, figures, statements, quotations etc. must be accurately mentioned.
- **Tact:** Proper handling of complaints and adjustments and letters seeking credit.
- **Courtesy:** Courtesy implies that we seek favours politely and express our gratitude for the favours done to us.
- **Persuasion:** It means winning people to your point of view not by coercing them but by making positive suggestions.
- **Conciseness:** Don't load your letters with irrelevant details and unnecessary ifs and buts.
- **The Positive and Pleasant Approach:** Avoid no's and sorry's. They are unwelcome words.

Layout of a Business Letter:—

Heading	7, Main Market Lodhi Road New Delhi
Date	March 8, 2008
Inside Address	Gupta General Store 23, Daryaganj New Delhi
Salutation	Sir/Madam,
Body	(a) Subject and Reference (b) Opening Paragraph (c) Main Paragraph (d) Closing Paragraph
Complimentary Close	Yours sincerely
Signature	Sushil, Sharma & Co. Managing Proprietor
Reference Initials	YPB: nj
Enclosure	Encl.: Catalogue

**Q.2. What is an enquiries?**

**Ans.** When a buyer wishes to get some information about the quantity, price, availability etc., of the goods to be purchased, or about the terms of sales etc., a letter of enquiry to the seller is written.

**Types of Enquiries:—**

- 1) Solicited Enquiries: An enquiries made in response to the seller's advertisement and publicity.
- 2) Unsolicited Enquiries: An enquiry made at the buyer's own initiative.
- 3) Enquiry for Some Favour: An enquiry not about goods but about some other information, may be about some special price or some favourable terms.
- 4) Routine Enquiry: An enquiry made by an old buyer in the usual course of business.

**Specimen Letter**

**Example 1:** Ask a firm of furniture dealers to send their price list and catalogue.

**Modern Furniture**  
43, Ravivar Path, Belgaun

25th July 2007

**Ms. J.K.S. & Co.**  
1st Cross, Vidhy Nagar  
Hubli

Dear Sir,  
Kindly send us your latest illustrated catalogue and price list of "Home Furniture".

Yours faithfully,  
**R. Ramesh**  
Proprietor

**Example 2:** Reply to the above enquiry.

**J.K.S. & Co.**  
Steel Furniture  
Manufactures 1st Cross,  
Vidhya Nagar, Hubli

July 28, 2007

**The Proprietor**  
Modern Furnitures



Bilgaun.

Dear Sir,

Thank you for your enquiry of July 25. We are glad to enclose the illustrated catalogue and price list of 'Home Furniture'.

Our furniture is made of high-gauge steel sheets and pipes and is designed to suit the luxury class' customers.

Our normal trade discount is 15% and 5% extra for bulk orders exceeding Rs. 60,000/-.

The catalogue and price list will be described to you about our products to your satisfaction. However, if you need further details or assistance in meeting your customer's special requirements, you should feel free to write to us.

Yours faithfully,

For **J.K.S. & Co.**

J.K. Shyam

Partner

Encl.: 1. Catalogue  
2. Price List

### Key Terms:

- **Promptness:** As a rule, respond to the letter the day it is received.
- **Knowledge of the Subject:** Knowledge of the past correspondence, if any, the requirements of the sender of the letter as well as knowledge of the firm's policies.
- **Appropriateness:** Vary the tone and language of your letter according to the need of the occasion.
- **Accuracy, Completeness and clarity:** All facts, figures, statements, quotations etc. must be accurately mentioned.
- **Tact:** Proper handling of complaints and adjustments and letters seeking credit.
- **Courtesy:** Courtesy implies that we seek favours politely and express our gratitude for the favours done to us.
- **Persuasion:** It means winning people to your point of view not by coercing them but by making positive suggestions.
- **Conciseness:** Don't load your letters with irrelevant details and unnecessary ifs and buts.

## **Business Communication Case (The Letter)**

### **Some Borough Council: support services**

**Enquiries to: Mr G. L.**

**Tel:**

**Fax:**

**My Ref: - GQ1234567/xy Your Ref:**

**Date: 11th October 1999**

Dear Sir,

**Re: xxxx yyyy zzzz**

I refer to your letter dated 20th July 1999 (which has recently been copied to the authority) seeking clarification on the position with regard to the xxxx yyyy zzzz.

In reply, I would advise you that the application was in fact received in this office on the 21st July 1999 and confirm your case will be considered by Members, in due course.

If you do need to discuss any further issue arising from this communication, please contact me at the relevant time.

Yours faithfully,  
Head of

### **Business Communication Case**

The purpose of this business case is to stimulate discussion about good and bad business communication and investigate some basic concepts (such as transaction Analysis and the choice of words and phrases that do not present a bad image or annoy (irritate) the reader.

There are no right or wrong Answers to the case and, perhaps, the most important aspects are the last two questions (What do you do to ensure good communication? What does your organization do to ensure good communications?)

### **Process**

This case can be discussed in several ways:

1. You can divide the group into several groups of four or five.
2. You can have the discussion in class
3. You can give the case to participants to prepare in their spare time.

When analyzing the responses you may wish to explore the following:

1. Do you feel that the reply is business like? In response to this question you may wish to get the participants to rank the reply from 1 (very poor) to 5 (excellent).
2. Do you feel that the choice of words and phrases are appropriate? Although the letter is brief, there are several words and phrases that require comment.
3. What message do you feel the letter sends? In response to this question you may wish to discuss Transaction Analysis (where communications styles can be Child, Parent or Adult) and also discuss the emotional state of the writer and his attitude.
4. What image do you think the letter presents of the writer and his organization? In response to this question you may wish to get the participants to rank the organization from 1 (unprofessional) through to 5 (professional).
5. What action would you expect the author of the letter to take now? In response to this question you may wish the participants to consider the feelings of the person who wrote the letters to the borough council and what he or she would expect. Especially the participants should consider both what should be done and the timetable for this (and, perhaps, discuss and specify what a reasonable timetable would be).
6. If you were the Chief Executive of this organization and saw this letter, what would you do? The suggestions to the participants are about this particular letter. However, there are wider issues. And, if the participants feel that the communication is inappropriate, then they should also suggest actions to take to find the extent of the problem and also suggest actions to improve and ensure the improvement. This might include standards about acknowledgement and response times and methods to check correspondence.
7. What do you do to ensure good communication? Obviously all participants will feel that their own communication is good. So, this question focuses on the group sharing tips and ideas. You may wish to list these on a flip chart and get the group to rank them.
8. What does your organization do to ensure good communications? This overlaps with question six but is included to ensure that the group, critically, looks at its own organization and how management provides and ensures good communication to all.

## Report Writing

Thousands of reports, long or short, formal or informal, crucial or ordinary, special or routine are written every day. Therefore, report is a way of communication an information from someone to someone who wants to use the information.

### What are the types of Business Report?

Types of Business Report:—

On the basis of legal formalities reports are:—

(1) Formal (2) Informal

1) **Formal Reports:** A formal report is one which is prepared in a prescribed form and is presented according to an established procedure to a prescribed authority.

2) **Informal Reports:** An informal report is usually in the form of a person-to-person communication. It may range from a short, almost fragmentary statement of facts on a single page, to a more developed presentation taking several pages.

Formal reports can be statutory or non-statutory:—

A report prepared and presented according to the form and procedure laid down by law is called a statutory report

Formal reports which are not required under any law but which are prepared to help the management in framing the policies is called non-statutory report.

**Periodic or Routine Reports** are prepared and presented at regular, prescribed intervals.

They may be submitted annually, semi-annually, quarterly, monthly, fortnightly, weekly or even daily.

**Special Reports:** They are related to a single occasion or situation. On the basis of function, a report can be:—

1) Informative

2) Interpretative

1) **Informative Report:** If a report merely presents facts pertinent to an issue or a situation.

2) **Interpretative Report:** It analyzes the facts, draws conclusions and makes recommendations.

On the basis of the number of persons entrusted with the drafting of reports:—

1) Reports by Individuals

2) Reports by committees or sub-committees.

### Q.1. What according to you a good report comprises of?

**Ans.** Characteristics of a good report:—

- Precise and brief
- Accurate (factually and grammatically) Relevant

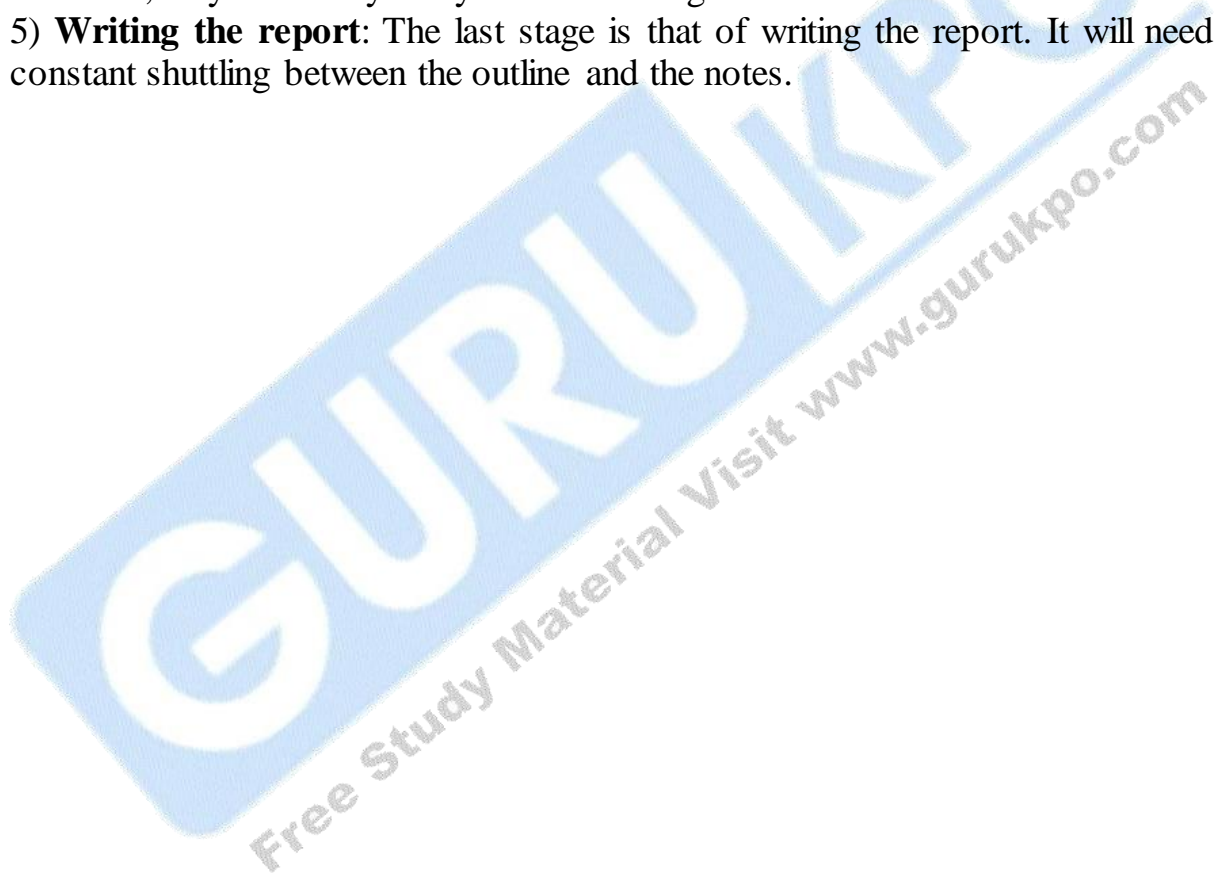


- Reader-oriented Objective
- Clear and Unambiguous

**Q.2. What steps are involved in preparing a report?**

**Ans.** Five steps are suggested to write a report:—

- 1) **Investigating the source of information:** It is done right in the beginning. Major sources of information are—Company files, personal observation, interviews, letters, questionnaires, library research.
- 2) **Taking notes:** During the investigation phase, the writer keeps on taking notes of anything that appears to be related to the subject.
- 3) **Analyzing the data:** After taking notes it is then the data is analysed.
- 4) **Making an outline:** In this stage, the problem is stated, the facts are recorded, they are briefly analyzed and the logical conclusion is arrived at.
- 5) **Writing the report:** The last stage is that of writing the report. It will need constant shuttling between the outline and the notes.



## Presentation Skills

### Q.1. What steps are involved in making a good presentation?

**Ans.** All successful presentations pass through the following six stages:—

- 1) **Specifying the objective:** Objectives are classified in the following seven ways:—
  - To demonstrate – a service, product, system.
  - To create – an image, strategy.
  - To entertain – colleagues, outside people.
  - To sell – a concept, product, idea.
  - To represent – a group, company, department.
  - To promote – an attitude, a way of working.
  - To suggest – a solution, a new concept.
- 2) **Planning:** It is necessary to plan your presentation before you actually sit down to prepare it. Planning consists of:—
  - Knowledge about the audience.
  - Considering physical factors relevant to the presentation.
  - Deciding the structure of the presentation.
- 3) **Preparation:**—
  - To collect all relevant information in the light of your objective.
  - Arrange the selected information in a logical and sequential manner.
  - The opening and closing sections of the presentation are extremely important.
  - Prepare your visual carefully.
  - Check the weightage given to each section.
  - Time the presentation. Keep some margin for the fact that actual presentation takes longer than we expect.
- 4) **Practice and Rehearsal:** Practice and rehearsal under a watchful eye and accompanied with self-analysis and improvement efforts is absolutely necessary. Insist on a 'full-dress' rehearsal to get its maximum benefits.
- 5) **Getting Ready:** Wear a formal but simple and dignified dress.
- 6) **Making the Presentation:**—
  - Greet the audience pleasantly and warmly.
  - Introduce yourself briefly.
  - Make a clear statement of the objectives of your presentation and tell the audience how it has been structured.
  - All this while one must sound clear, courteous & considerate.

...

## Interview

### Q.1. What is an interview?

**Ans.** Interview is a two way communication. The employer's aim is to know whether the applicant can be of service to his company, and the applicant's aim is to find out whether the job being offered by the company can be suitable to him.

### Q.2. Describe the various techniques of interviews.

**Ans.** The various techniques of interviews are:

- **Screening:** Screen the application of the candidates.
- **Random Appearance:** In order to judge a man by his personal and physical appearance rather than on the basis of his application. So they call every applicant for interview.
- **Tests:** Psychological testing has come into vogue which are adopted by many organizations.
- **Experience:** Some companies emphasize more on experience than paper qualification.
- **Under stress interview:** This is to see how an individual will react when put under a stressful situation.

### Q.3. What preparation are to be made by interviewer for conducting a interview?

**Ans.** 1) Be clear about company profile and job requirements.

2) Send interview letters well in advance.

3) Make candidate comfortable.

4) Interview in a congenial and interruption – free atmosphere.

5) Candidate's bio-data with each member of the committee.

6) Questions according to a set procedure.

### Q.4. What are the different kinds of interview?

**Ans.** The various kinds of interviews are:—

1) **Appraisal Interview:** It is held once a year to discuss the performance of the employees.

2) **Exit Interview:** Such interviews takes place when the employee is leaving the organization either voluntarily or through dismissal.

3) **Reprimand Interview:** In such kind of interview manager summons the employee to his room and talks to him in his official capacity.

## Listening

### Q.1. What do you mean by effective listening?

**Ans.** It means not only understanding the content of message but also understanding the feeling of the speaker.

### Q.2. What are the advantages of listening?

- Ans.**
- 1) It promotes awareness.
  - 2) Makes better organizational policies.
  - 3) Solves the problems of employees.
  - 4) Leads to the success of two way communication.

### Q.3. How can you improve listening skills?

- Ans.**
- 1) Stop talking.
  - 2) Put the speaker at ease.
  - 3) Show a desire to listen.
  - 4) Write down the main points and get them checked for correctness.
  - 5) Do not create or tolerate distractions.
  - 6) Be patient.
  - 7) Keep your temper no matter how angrily the speaker speaks.
  - 8) Listen 'between the lines'.
  - 9) Keep an open mind.

### Exercise-I

**What :** Group exercise.

**Why :** This exercise will help students appreciate how

Perceptions of individuals vary though the object remains the same.

**How :** faculty will divide the class into groups of students according to the numbers. Each group will be assigned a specific news channel.

Watch any of the following popular channels.

Star news

Aaj tak

NDTV

CNBC – aawaz

Zee news

Each student/participant should have paper and pencil handy. As per instructions watch the channel and note down the examples of individual, verbal and nonverbal, and other relevant to concept and aspects of communication. After watching, spend some time comparing notes. Further the groups will be presenting their collected views about the communication.



**BUSINESS COMMUNICATION**  
**Unsolved Paper – 2019**

Time Allowed : 3 Hours

Max .Marks : 100

Attempt five questions in all.

Question Nos. 1 and 2 are compulsory.

**Unit I**

Q1. "Communication is the life-blood of any business organization." Elucidate.

OR

Q2. Discuss the scope of business communication.

**Unit II**

Q3. Explain merits and demerits of oral and written communication.

OR

Q4. Explain modern media of communication.

**Unit III**

Q5. What remedies would you suggest to overcome communication barriers? Explain.

OR

Q6. "Communication barriers cause break down of communication process leading to many managerial problems". Discuss the statement and describe the various barriers of communication.

**Unit IV**

Q7. Write a short note on:

- (1) Modals of communication
- (2) Active and passive

OR

Q8. What do you mean by tense? Explain the different classifications of tense with appropriate examples.

**Unit V**

Q9. Write an essay on report writing.

OR

Q10. What do you mean by group discussion? What are its objectives? What factors should be kept in mind while discussing in a group?

**BUSINESS COMMUNICATION**  
**Unsolved Paper – 2018**

Time Allowed : 3 Hours

Max .Marks : 100

Attempt five questions in all.

Question Nos. 1 and 2 are compulsory.

**Unit I**

Q1. Define effective communication. Describe the principles of effective communications.

OR

Q2. "Communication is the process of passing information and understanding from one person to another". Discuss this statement and elucidate the various steps of communication process.

**Unit II**

Q3. Explain nonverbal communication and its classification.

OR

Q4. What are the various media of communication? Give a brief detail of each.

**Unit III**

Q5. What are the various barriers to communication? Explain the remedies to overcome them.

OR

Q6. Write short notes on any two of the following.

- |                      |                                 |
|----------------------|---------------------------------|
| (a) Semantic barrier | (c) Socio-psychological barrier |
| (b) Physical barrier | (d) Wrong choice of medium      |

**Unit IV**

Q7. Describe the common errors in communication and use of a language with suitable examples.

OR

Q8. Explain the use of various types of tenses with suitable examples.

**Unit V**

Q9. What is effective listening? What is its importance? Elucidate essential elements of effective listening.

OR

Q10. Write explanatory notes on any two of the following:

- |                              |                     |
|------------------------------|---------------------|
| (1) Types of business letter | (3) Reporting       |
| (2) Interview                | (4) Public Speaking |

**BUSINESS COMMUNICATION**  
**Unsolved Paper – 2017**

Time Allowed: 3 Hours

Max .Marks : 100

Attempt five questions in all.

Question Nos. 1 and 2 are compulsory.

**Unit I**

Q1. What is mean by business? Explain its objectives.

OR

Q2. What is meant by downward communication? Explain its advantages and disadvantages.

**Unit II**

Q3. What do you mean by written communication? Explain different mediums of written communication.

OR

Q4. What do you mean by visual communication? Discuss the methods of visual communication as well as its advantages and disadvantages.

**Unit III**

Q5. Explain methods/suggestions to remove barriers of communication.

OR

Q6. Describe semantic barrier or organizational barrier of communication.

**Unit IV**

Q7. Describe various types of tenses.

OR

Q8. Describe following five modals with examples:

- |           |           |
|-----------|-----------|
| (1) Can   | (4) Might |
| (2) Could | (5) Will  |
| (3) May   |           |

**Unit V**

Q9. Write a note on group discussion.

OR

Q10. Clarify with examples the plan of opening and ending sections of a good newsletter.

**BUSINESS COMMUNICATION**  
**Unsolved Paper – 2016**

Time Allowed : 3 Hours

Max .Marks : 100

Attempt five questions in all.

Question Nos. 1 and 2 are compulsory.

**Unit-I**

Q1. Explain in detail the objectives of effective communication.

Or

Q2. Explain communication process and discuss the importance of horizontal communication.

**Unit-II**

Q3. Explain in detail the advantages and disadvantages of Oral Communication.

Or

Q4. Explain various forms or media of non-vertical communication.

**Unit-III**

Q5. Explain in detail the physical barriers in communication.

Or

Q6. Write a note on Socio-psychological barriers in communication.

**Unit-IV**

Q7. Explain the concept of active and passive voice with suitable examples.

Or

Q8. Write a note on common errors in writing.

**Unit-V**

Q9. Discuss the different types of reports.

Or

Q10. Explain the layout of a business letter.

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**Bibliography:**

S.No.	Book Name(National)	Author Name	Publication
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