

## Business Communication

- What is Communication?

**Ans.** Communication is a process through which ideas or opinions are exchanged or transferred, progress of a person is dependent upon his/ her communication skills. It is considered as an art for achieving success at work place as it is clearly associated with the ability to communicate effectively. Both at the workplace and with outsiders.

It takes a variety of forms, i.e., from 2 people having face to face conversation or hand signals in the form of messages to the global telecommunication network.

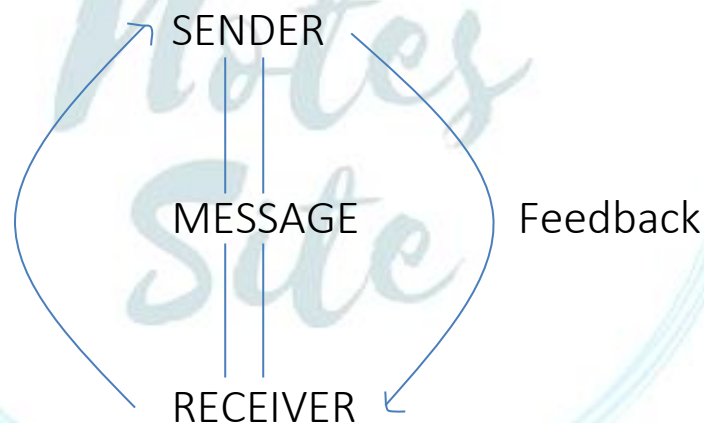
The process of communication facilitates interaction among people without which we would be unable to share our knowledge or experiences with anyone else.

- What is Business communication and how it is different from communication?

**Ans.** The business communication is the type of communication in which the people use formal communication with each which are generally found in officers, hotels etc. It is very difficult from communication as the latter includes both types of communication like formal and informal.

In business communication, only formal communication is used, be it verbal, non-verbal and written. People use emails, notices, resumes etc. for the written; they should have a good body language for non-verbal and should have good speaking skills for verbal. Whereas, in communication there are no such rules like the business communication but the only important is that the receiver should understand the message sent by the sender properly.

❖ Communication Process/ Cycle/ Loop



**Q1.** Explain the communication loop/ cycle/ process with the help of a neat diagram and examples.

**Q2.** How is communication a twofold or a two way process? Explain with diagram.

## ❖ Nature of Communication

The questions for the following topic can be asked as follows:

Q1. What is the nature of communication?

Q2. Explain different types or kinds of communication.

Q3. Explain all the modes of communication.

Ans. Communication is essential for the function of an organisation. It is both internal as well as external. It takes place through different modes which are verbal, non-verbal and written. So, these modes can be elaborated to explain the nature of communication.

### 1. Verbal communication

All of us use this communication our daily life, when we orally communicate to someone face to face or through telephone etc. It consists of words arranged in meaningful patterns.

Eg., a lecture, a meeting, an interview, etc.

### 2. Written communication

One cannot always rely on oral communication for all the tasks in a business as there are legal matters involved too. For that written communication comes into picture. It is used in an organisation for maximum impact.

Eg., deals, agreement, letters, circulars etc.

### 3. Non Verbal communication

It happens through gestures and body language. It is not only a more expressive form of communication as compared to verbal but also allow us to express our love, hatred, like, dislike, respect and many more such feeling without using words. Words are relative easy to control whereas by paying attention to non-verbal cues.

One can judge a person's intention, honesty and creditability. Non-verbal cues include all sorts of body language like facial expressions, eye contact etc. which are very difficult to control as they are impulsive. And that's why they are also efficient in giving a person's clear picture of his/ her mindset.

#### ❖ Need for communication

Communication is required not only in social life but also in personal and professional life. Good communication helps an individual advance socially by making useful contacts. It also builds self-confidence and enables him to help and lead others. In a business, reputation, trust and credibility need to be built up in order to get clients trust and confidence. Having sense of professionalism will help bring a long term relationship with employees and clientele.

Business communication is required for the following purposes-

- 1) In order to make sure that business deal is attend to promptly.
- 2) Communicating with external and internal contacts of an organisation.
- 3) Organise the business whether it is a sale, a promotion, inquiry, a problem, etc.
- 4) Dealing with people for their needs and otherwise.

As a matter of fact, communication is pre requisite to have a balance within the internal as well as external factors in a business whether it is dealing with people or other casts.

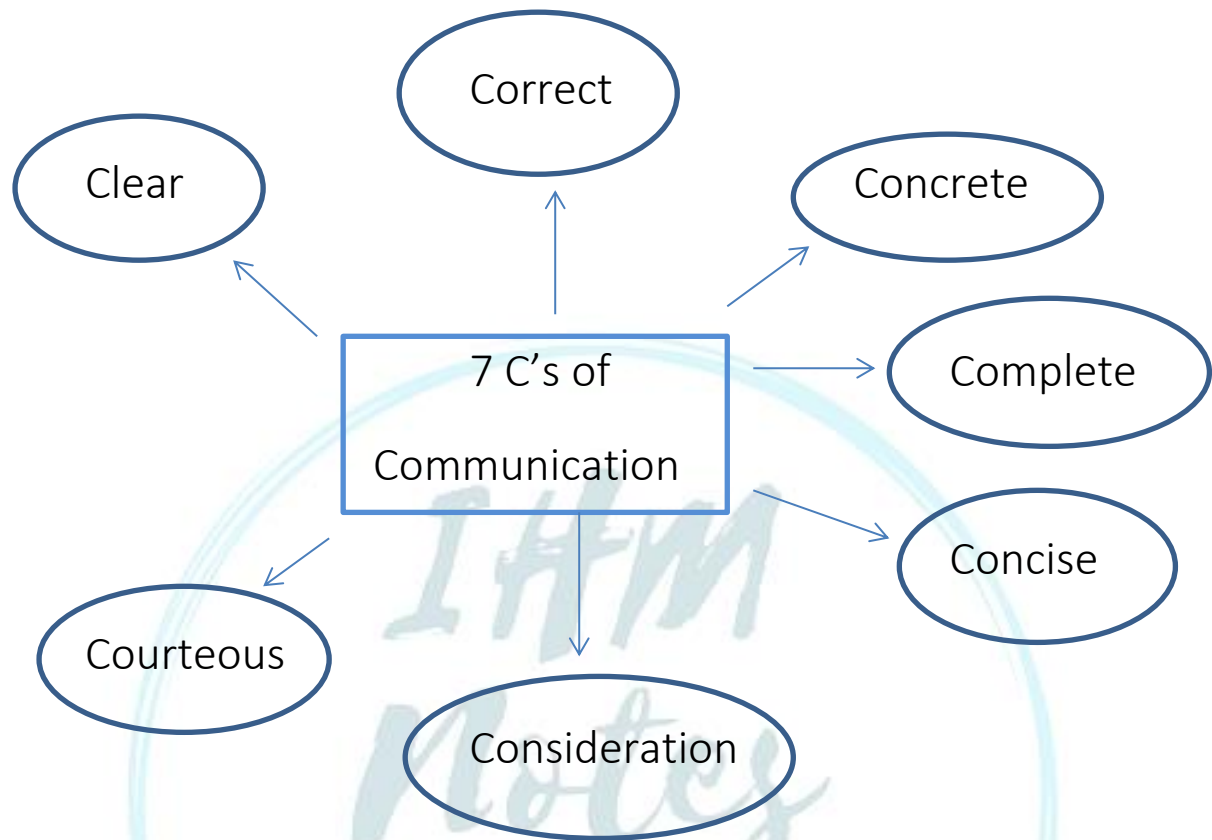
#### ❖ Purpose of business communication

Business communication is vital for company success and personal growth. It is important to learn how to communicate appropriately to enhance the business. Few purposes are mentioned below-

- 1) Purchasing raw materials- It is a need of an organisation to purchase raw materials in order to manufacture a product without which it is not possible to manage the working of the organisation. Communication is important to negotiate and buy a quality product.
- 2) Marketing and advertising- It is directly proportional to company growth in this world of competition. We need to communicate the best for maximum growth. Advertising decides the volume of sale of any product.

- 3) Selling and upselling- In the order to sell a product a lot of tactics and confidence is required in communication. Otherwise one cannot even sell best of the products. Upselling is also an art and it is solely dependent on a person's communication skill to sell or upgrade an already sold product to the existing customer. Eg., upgrading a rental plan.
- 4) Group activities like meeting, conferences, training, doubt clearing session are also an equally important part of a business with require to the point and prompt communication.
- 5) Revenue Generation- Highest revenue generation is the dream of every organisation which is dependent on marketing, advertising, selling, upselling, purchasing volunteers, appointing staff at optimal cost. All in all, every minor factor that contributes in revenue generation is not possible without excellent communication.

## ❖ Seven C's of Communication



### 1. Complete:

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.

### 2. Concise:

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

### 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.

### 4. Clear:

Clarity implies emplacing on a specific message or goal at a time, rather than trying to achieve too much at once.

### 5. Correct:

Correctness in communication implies that there is no grammatical error in communication.

### 6. Courteous:

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.

### 7. Concrete:

Concrete communication implies being particular and clear rather fuzzy and general. Concreteness strengthens the confidence.



❖ Topics covered till now

- i. What is communication
- ii. Business communication
- iii. Nature of communication
- iv. Need for communication
- v. Purpose of communication
- vi. 7 C's of communication



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