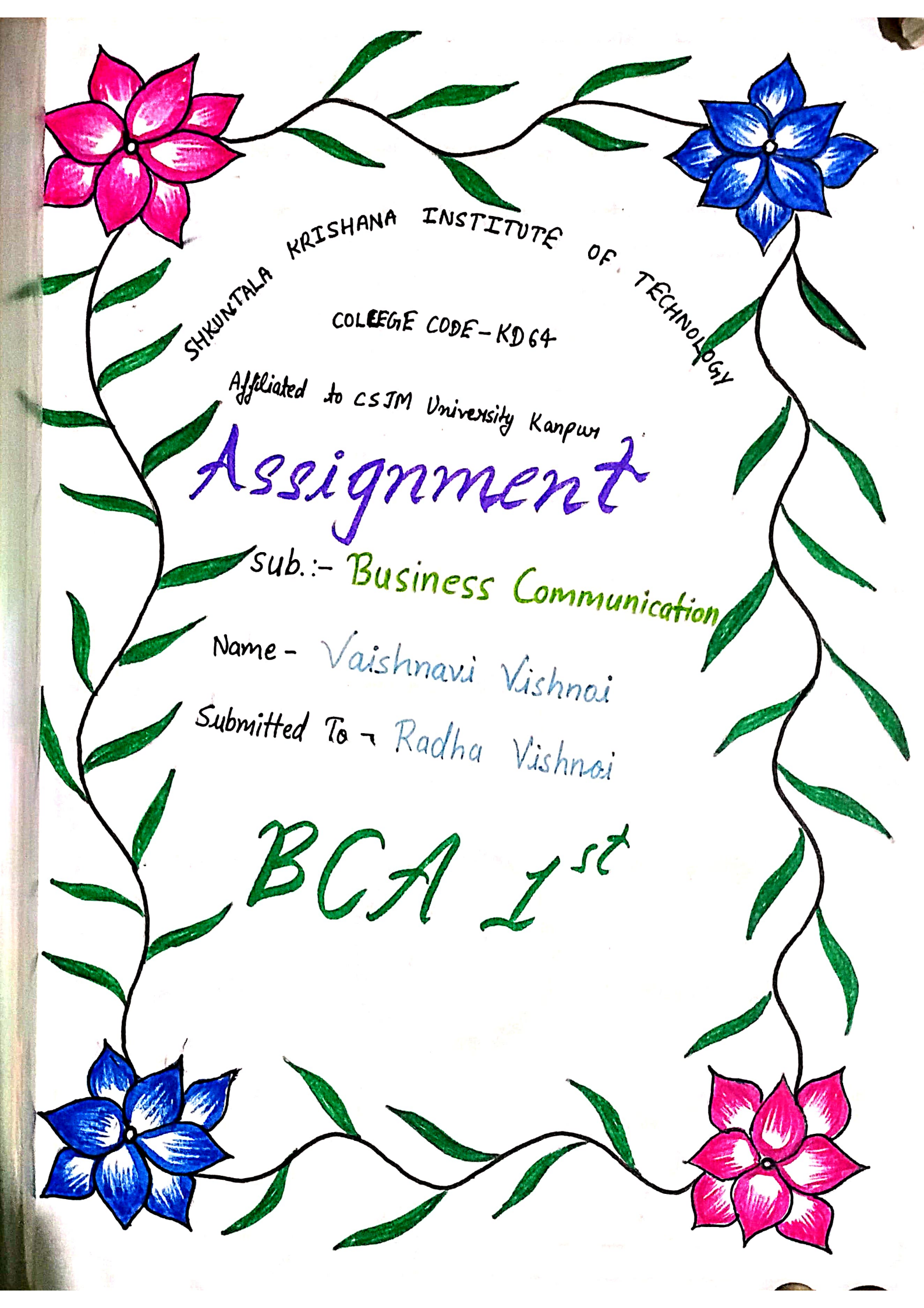




SHKUNTALA KRISHANA INSTITUTE OF TECHNOLOGY

COLLEGE CODE - KD64

Affiliated to CSJM University Kanpur

Assignment

Sub.: - Business Communication

Name - Vaishnavi Vishnoi

Submitted To - Radha Vishnoi

BCA 1st

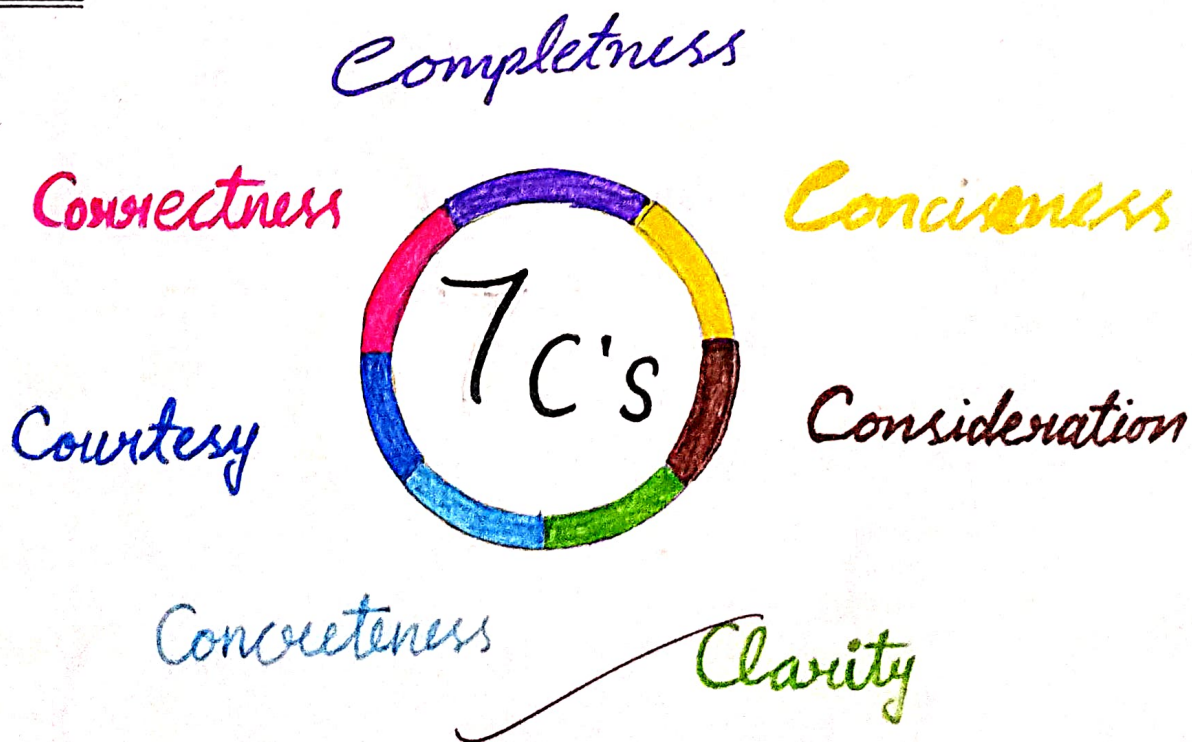
Question-1 - Meaning and Definition of communication?

Answer-1 - Meaning of communication - The term communication is derived from the latin word "communis" which means to "make common". Communication, therefore is the exchange of thoughts, messages, information, etc. by way of speech, signals or writing.

Definition of Communication - "Business communication is the transmission and reception of information within and outside a business organization to promote understanding, cooperation, and decision-making."

Question-2 - 7c's of Communication brief with shorter?

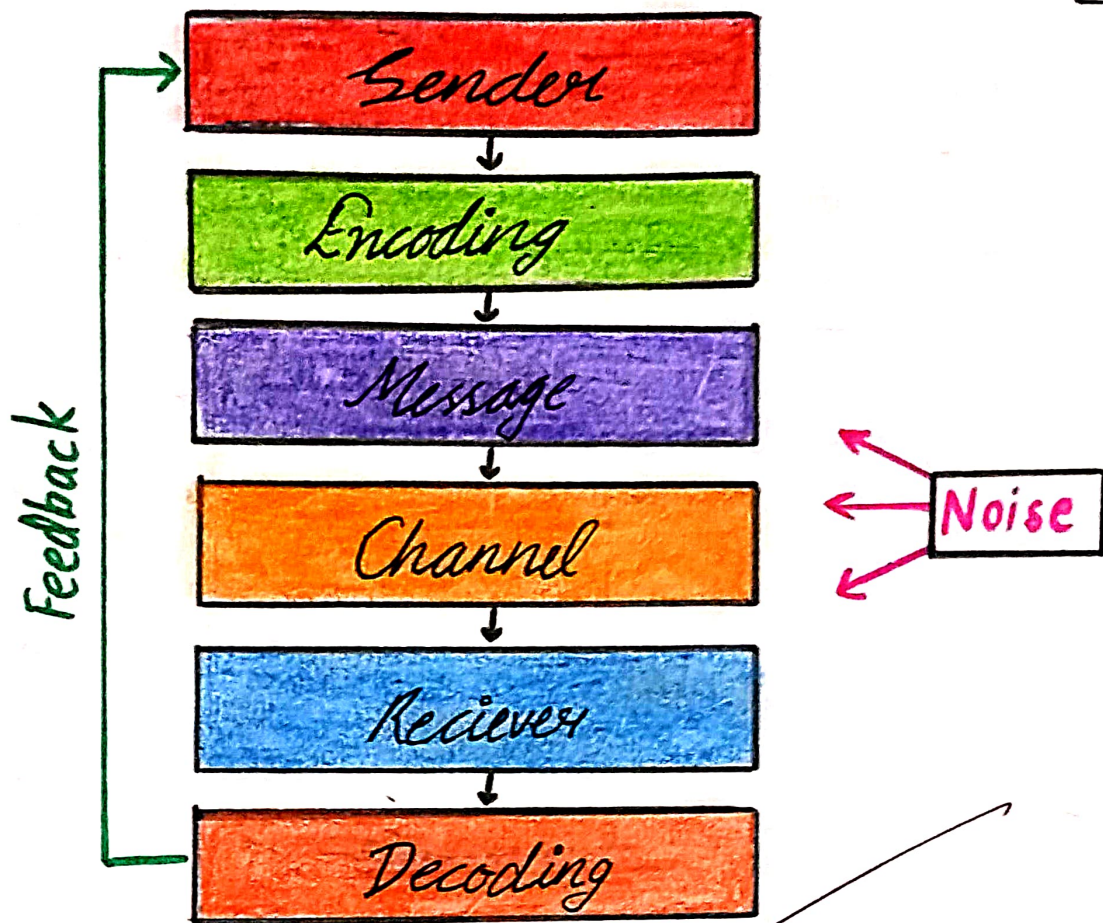
Answer-2 -



Here is a brief explanation of each C:-

- * **Completeness** — Provide all the necessary information for the audience to understand the message fully and avoid ambiguity.
- * **Conciseness** — Be brief and avoid unnecessary words or repetition to save time and keep the message engaging.
- * **Consideration** — Present your information in a logical order, so the message flows smoothly and is easy to follow.
- * **Concreteness** — Provide specific facts, figures, and details to support your message and make it define rather than vague.
- * **Clarity** — Make your message's purpose obvious and present one idea at a time to avoid confusion.
- * **Courtesy** — Be polite, respectful, and considerate of your audience's perspective, emotions, and background to build a positive relationship.
- * **Correctness** — Ensure your information, grammar, punctuation, and spelling are accurate.

Question 3- Process of Communication with explanation?



Sender — The person or organizing who wants to share information.

Message — The idea, fact, or information to be communicated.

Encoding — Converting the message into words, symbols or other formats.

Channel — The method used (e.g., email, phone, meeting, report).

Receiver — The person or group who receives the message.

Decoding — Interpreting and understanding the message.

Feedback — The receiver's response, confirming understanding.

Noise — Any obstacles that distort or block communication (e.g.: language, technical issues, distraction).

Question-4 — Process Objective of communication?

Answer-4 — The objectives of communication are to inform, persuade, motivate, integrate, facilitate decision making, and build relationships, both internally within an organization and externally with customers or the public.

Key objectives of communication

- ★ Inform — To share information, facts and understanding to provide clarity and knowledge to the receiver.
- ★ Persuade — To convince the receiver to adopt a particular idea, attitude, or course of action.
- ★ Motivate — To encourage and inspire others, creating a positive attitude and fostering teamwork.
- ★ Integrate — To foster cooperation, unity, and a shared sense of purpose among individuals or groups.

*Facilitate Decision-Making— To provide the necessary information and context for informed and effective choices to be made.

Build Relationships — To establish and maintain healthy connections, foster trust, and create a positive environment.

Question-5— Importance of communication?

Answer-5— Communication is next to oxygen and water for the existence of the whole society for an individual communication skill plays a dominant role in the success of every business and profession.

Importance of communication can be discussed as follow:-

- * Efficient working of communication the business.
- * Faculties of decision making.
- * Proper planning.
- * Minimize organisational conflict.
- * Job satisfaction and higher productivity.
- * Basis of managerial functions.

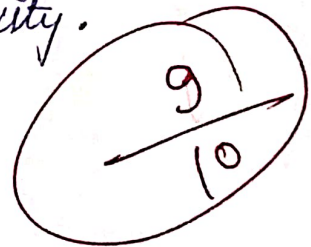
i) Planning

ii) Organising

(iii) Leading

(iv) Directing and motivating

v) Controlling



Radha
8/9/21