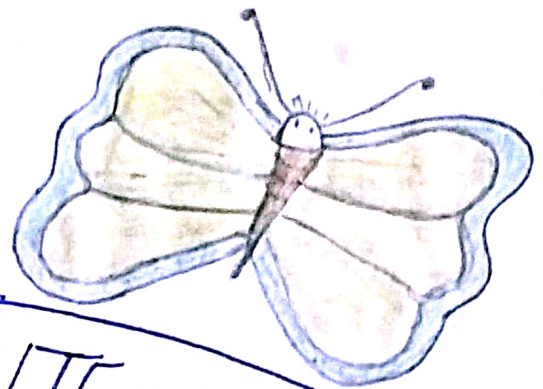
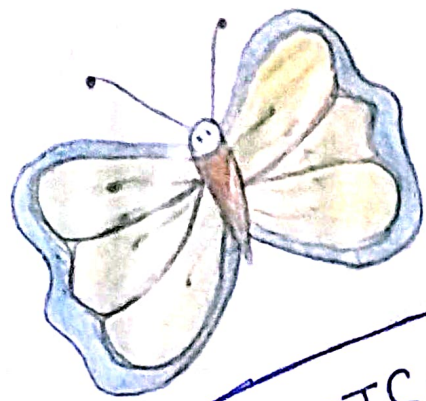


Assignment-I



KUNTAIA KRISHNA INSTITUTE OF TECHNOLOGY
(KD-64)

Complete By - JYOTI DEVI

Submit To - Radha (m'am)

Sub - Business Communication

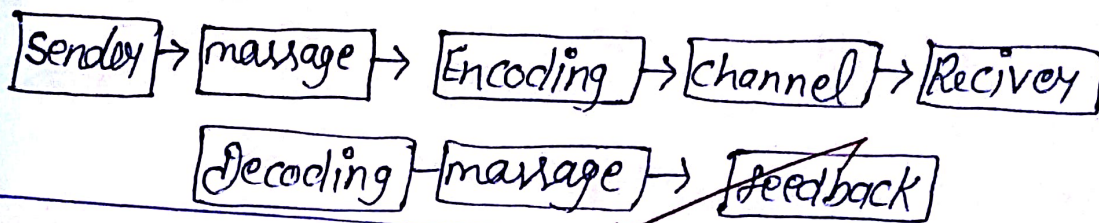
Answer-1 Definition of Communication

Communication is the process of exchanging information ideas feeling and information between two or more people using common system of symbols sign or behavior. It involves a sender encoding and transmitting a message through a chosen channel to a receiver who then decodes and understands it often providing feedback to complete the loop. Effective communication occurs when the receiver understands the message intended by the sender.

7 C's of Communication -

- ① Completeness (पूर्णता)
- ② Conciseness (संक्षिप्तता)
- ③ Consideration (सौच-विचार)
- ④ Concrete (सहजता)
- ⑤ Clarity (स्पष्टता)
- ⑥ Courtesy (नम्रता / शिक्षा-चार)
- ⑦ Correctness (सुदृढता)

Process of Communication



① Sender — sender of the message is the person who intends to make contact with the objective of passing the message to other person in organizational context sender may be a superior a subordinate or peer or any other person.

② Message — This is the subject matter intended to be passed to the receiver from the sender the message may be in form of the ideas, opening feeling, views, suggestions.

③ Encoding — Since the subject matter of communication is abstract or intangible it transmission requires the use of certain symbols such as words, pictures, ~~gestures~~ gestures etc.

④ channel —

message including into simple
instant messenger by the sender through a
channel like written form person call
phone call etc. depending on the situation
of to party - sender and receiver

⑤ Receiver — Receiver is the person to
whom the simple message
transmitted like sender he may be
superior subordinate peer or any other
person in the organization.

⑥ Decoding — Decoding is the reverse of
encoding
The receiver the subject matter of
communication simple in which the
sender has encoding has message.

⑦ Feedback — feedback in message
to insure that receiver
has received the message and
under stand in the same
sense as the sender intended.



Objective Communication

The main objective of business communication is to ensure smooth exchange of information that help an organization achieve its goals.

- ① Information sharing
- ② clarity and understanding
- ③ Decision making
- ④ Co-ordinating
- ⑤ Image and Reputation
- ⑥ ~~Controlling~~ Controlling and Regulation.

Radha
31/9/23

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