

This Module includes:

- 5.1 Introduction to Business Communication**
- 5.2 Features of Effective Business Communication**
- 5.3 Process of Communication**
- 5.4 Types of Business Communication**
- 5.5 Internet Based Business Communication**
- 5.6 Do's and Don'ts of Communication through Social Media**
- 5.7 Writing and Drafting for Business Audiences**
- 5.8 Intercultural and International Business Communication**
- 5.9 Barriers to Business Communication**
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- 5.11 Use of Graphics and References for Business Communication**

BUSINESS COMMUNICATION

Module Learning Objectives:

After studying this module, the students will be able to -

- To gain a strong knowledge base to develop an information reach communication process
- To understand the types and modes of communication
- To get well-versed with the needs of the business and all its stakeholders
- To recognise the barriers to business communication and the ways to overcome the barriers
- To acquire knowledge on the legal aspects of business communication

Communication is an integral activity of human beings. Communication in its simplest form means transferring of information from one person to the other. The word communication has been derived from the Latin word ‘communicare’ which means ‘to share’.

Hence, it can be defined as the process of transferring, sharing, exchanging or transmitting, ideas, facts, feelings, data, information and experience from one entity to other through a medium.

The basic aim of communication is to share, listen and understand the message being exchanged by the parties involved.

Introduction to Business Communication

Business communication is the process of sharing/exchanging information between people within and outside the organisation in order to accomplish organizational goals and have mutual understanding of the commercial benefit of the organization. For example- inter and intra departmental communication within organization, stakeholders, etc.

No entity can function solely in absence of communication. The exchange of ideas, information and instructions internally and externally is a fundamental feature of an entity is necessary for its working. The purpose of business communication is to clearly understand the business processes effectively.

Significance of Business Communication

The significance of business communication can be summarised in the following points:

- **Managerial efficiency:** Communication helps in the smooth operation of management. An organisation must communicate its goals in a way so that all parties involved are on the same page and can carry out the tasks required to achieve those goals.
- **Building a dedicated and loyal employee base:** Effective communication emphasizes the employee’s participation in management. It creates a positive environment where an employee can flourish. It helps to build the employees morale and cordial industrial relations between management and employees.
- **Effective leadership:** Effective leadership depends on effective communication. A leader must communicate and listen to views and share feedback to his/her subordinates for smooth functioning of tasks.
- **Mutual trust and confidence:** Mutual trust and confidence between workers and management is essential for the effective functioning of the organization because it helps to reduce misunderstandings and resolve conflicts.
- **Better decision making with informed judgement:** If the data, information and goals are not effectively communicated, it hampers the decision-making process and could even have adverse impacts on the organization’s profitability. So, effective communication is needed in making proper and prompt business decisions.
- **Human resources management:** Effective communication helps in the proper human resource management

of the company in form of selection, placement, socialization, promotion, and transfer. Communication also plays a major role in teaching and training employees.

- **Managerial functions:** All managerial functions such as planning, organizing, directing, controlling, etc cannot be conducted without communication.
- **Improving customer service:** Effective communication with customers by answering questions and providing solutions helps to improve the business' reputation and enhance customers' satisfaction.

Uses of Business Communication

The significance of business communication is not only restricted to business organizations. These days we all rely upon business communication either directly or indirectly. Some of these cases include:

1. **Group Discussion (GD)** – GD is a technique where individuals are put into groups and given a particular topic, question or problem statement. Once the topic is introduced to the members of the group they are given some time to discuss, share ideas or come up with a solution to the given problem or statement. The concept of GD is becoming increasingly popular these days in the interview process. It helps to develop and evaluate the skills in leadership, communication, listening, awareness, social skills, initiative taking ability, etc.

Rules to be followed for an effective Group Discussion

- ✦ Be clear, confident and to the point about your content
 - ✦ Prepare the topic for the discussion well
 - ✦ Introduce yourself before you present your content / views / opinion
 - ✦ Display a positive body language and attitude
 - ✦ Avoid making vague or false statements
 - ✦ Do not put on a casual attitude
 - ✦ Do not argue with someone you disagree with
 - ✦ Follow your domain
 - ✦ Try to take a leadership initiative within the group
2. **Speeches and Debates** – While the two terms are used inter-changeably there exists a thin line of difference between the two. A speech is more performative in nature as compared to a debate. Speeches include public addressing, radio broadcasting, drama, poetry, extemporary speeches, oratory etc. Contrary, a debate is based usually on current affairs or situations where the speaker researches in depth about the topic and either speaks for or against the notion. Business Communication is an essential requirement or skill that one must possess to present or deliver an effective speech or debate.
 3. **Presentations** – Presentation is the process of conveying information to an audience. Presentations are used to introduce, pursue, inspire or convey details. Presentations are widely being used by businesses and educational institutes. It saves time and provides a bird's view on a given matter or report. While presentations and PowerPoint presentations are used as synonyms one must note that all forms of presentations do not essentially require a PowerPoint or any form of graphical aid.

Illustration:

Michael Hill International Limited is a speciality retail jeweller is headquartered in Australia and operates in North America, New Zealand and Canada. It has more than 300 retail stores and over 2000 employees and millions of customers globally.

However, the head office lately has been facing multiple challenges in such as misunderstandings, lack of trust among employees and management, improper customer feedback mechanisms.

Q. The owner of Michael Hill International Limited approaches you and wants to know why is it so difficult to handle the branches, when he sees other competitors with more branches functioning smoothly.

5.1.1 Role of Business Communication in Functional Areas of an Organisation

In an organization, there are diverse roles that are played by each and every department. In order to perform these diverse roles effectively the concept of communication plays an essential role. Let us take a look at the essence of business communication in some of the functional areas of an organization.

Business Communication and Marketing

Marketing is a process of creating, communicating, delivering, and exchanging products and services to the customers, clients and society at large.

The terms marketing and communication are inter-related. Communication is the core element in marketing. Communication is the key through which marketers can spread the word about the products of their businesses to customers.

The benefits of communication in marketing include:

1. Building and maintaining relationships

In order to have effective and efficient long-term relationships with its stakeholders, a good marketer must possess good interpersonal skills. It is essential to create an emotional and emphatical connection with their clients.

2. Facilitates innovation when marketing

Innovation is another key component in the marketing process. In order to market the goods and services better than competitors businesses needs to be creative. In order to be creative effective communication skills are required, so that one can convey their ideas well in front of others.

3. Enhancing transparency

Marketers are the brand ambassadors of the business. They are the ones who convince the customers across the globe to trust the brand they work for. In order to gain this trust from the public and clients transparency is essential. Moreover, effective communication makes employees and customers sure that their needs are considered and understood.

4. Overcoming marketing obstacles

In a dynamic VUCAFU (V- Volatility, U- Uncertainty, C- Complexity, A- Ambiguity, F- Fear of unknown, U- Unprecedentedness) world, businesses face multiple hurdles in their day-to-day functioning. These hurdles appear in the form of cultural barriers, linguistic barriers, legal barriers etc. These barriers hinder the process of marketing. Hence, in order to make marketing effective one needs an effective communication system. If a marketer possesses the right communication skills and approaches the specific target groups, then it becomes easier to understand the consumer needs and establish connections with the consumers and potential consumers.

5. Establishing professionalism while marketing

A professional relationship exists between the business and its customers and clients. It is essential to use a professional language while dealing with customers. A marketer, must possess good interpersonal skills to connect with prospective clients.

Major modes of Communication in marketing

- ◉ **Advertising** – Advertising is an impersonal form of communication which is persuasive in nature. The main aim of advertising is to target the mass audience. It is viewed as the cheapest way of reaching out to the customer. Communication in advertisement plays four objectives i.e. to inform, persuade, differentiate and remind.
- ◉ **Direct marketing** – Direct marketing involves communicating directly with the target customers using telephone, mail or any other electronic means. Direct marketing allows a company to focus precisely on a segment of customers and prospects with a sales message tailored to their specific needs and characteristics.
- ◉ **Sales promotion** - Sales promotion is done in order to accelerate the product's movement from the producer to the consumer. Consumer promotions includes techniques of non-verbal communication such as coupons, samples, premiums, and negotiating discounts.
- ◉ **Personal selling** - Personal selling basically means face to face interaction with the customer with the purpose of introducing a product and persuading the customer or potential customer about the product and closing the sale. Being an interpersonal form of verbal communication, and it is also the most effective tool of communication as it provides immediate feedback.

In marketing, communication is an important player. Consumers rely on the information available from marketing communication to make purchase decisions. Businesses, ranging from global MNC's to small retailers, all rely upon marketing communication to sell their goods and services. Communication helps to move products, services, and ideas from manufacturers to end users and builds and maintains relationships with customers, and other important stakeholders in the company. Communication is vital to marketing because it brings everyone on the same page.

Requisite skills for an effective Communication

Effective communication is said to have taken place when the sender and receiver of the message assign similar interpretations to the message, when the receiver listens closely to what has been said and makes the sender feel heard and understood. In order to make a communication effective both the parties must possess the following skills:

- i) Inform the listener about the topic prior to the conversation or at the beginning of the conversation thus giving the listener time to form an opinion or get an idea on the topic.
- ii) The speaker must deliver the message in a concrete and clear manner to avoid miscommunications.
- iii) Both the parties must be empathic towards each other.
- iv) The message should be complete.
- v) The speaker must try and use non-verbal forms of communication as well while delivering the message
- vi) The listener must be attentive and alert.
- vii) Both the listener and speaker must have an open mind towards each other's opinions.
- viii) It is the responsibility of the listener to provide feedback to the speaker and also the responsibility of the speaker to seek a response from the listener.

Active listening is paying attention to a speaker, comprehending what they're saying, responding and reflecting on what they're saying, and storing the information for later use. This retains both the listener and the speaker in the

discourse. People often overlook the importance of listening. People frequently hear what is being said, although hearing differs significantly from listening. To listen, we must make a conscious effort to not just hear but also absorb, digest, and comprehend what others are saying. Listening is important because:

- a) It helps improve problem-solving abilities
- b) It helps improve social skills
- c) It helps to empathise with others
- d) It helps to absorb information better
- e) It helps to learn and grasp things better in a social and professional setting
- f) It helps to build stronger relationships and by making people feel appreciated.

Features of Effective Business Communication

5.2

Communication is vital in businesses. Communication helps in establishing relationships, negotiating deals, selling, delivering presentations, problem solving, decision making and many other aspects of an employee, manager and executives' role. Whilst effective practical training is an invaluable aid in improving business communication skills, the best communicators on their part must exhibit certain characteristics which enable them to maximise their abilities. Some of them include:

1. **Good listening skills** – In order for a communication to be effective it is essential to develop a good listening skill rather than speaking skills. It is important to hear the other person in order to avoid premature evaluation and verbal conflicts.
2. **Open Minded** – While communicating people must keep an open mind and accept that they too could be wrong. Hence it is essential to keep an open mind and learn from others.
3. **Being attentive** – During communication it is essential to be attentive and listen to the communicator patiently without fidgeting or being distracted
4. **Participating** – Just like being a good listener is essential it is also necessary to participate and show interesting the discussion.

Eight Cs of Effective Communication

Effective communication is the key to successful working of an organization. Poor communication in the organization leads to less employee engagement, decreased productivity and high employee turnover. In order to convey intended message to the parties concerned, business communication relies on 8Cs of communication.

- **Clarity:** Clarity in the communication ensures that the message is understood accurately by the receiver. There is no scope for assumptions by the receiver. Example;
Incorrect - “The company has received a new manufacturing order of tyres from a new client.”
Correct – “The company has received a manufacturing order of 150 units of tyres from JVC Ltd.”
- **Conciseness:** All message short, direct and to the point. Unnecessary complex words and beating around the bush should be avoided. Example;
Incorrect – “We are attempting to create a meticulous proposal of expanding our business operations and customer reach by opening a new branch in the City of Joy, Kolkata.”
Correct – “We’re planning to open a new branch in Kolkata.”
- **Courteous:** Courtesy is important in a corporate communication to maintain a healthy working relationship. Harsh, aggressive, disrespectful and humiliating tones and gestures should be avoided. Example;
Incorrect – “I don’t appreciate how your team ignores our requests for collaboration with my team. The work

we do is more vital as compared to yours. Talk to your team and ensure that they promptly collaborate with my team from now on.”

Correct – “I understand that your team is busy and receives many requests to collaborate on other important matters. However, my team is working on a high priority and urgent project. I would greatly appreciate if you could ask your team to collaborate more readily with mine to move this project forward faster. Please let me know in case you need anything.”

- **Correctness:** Proper grammar and syntax increase the effectiveness and credibility of the message. Mistakes and typos affect clarity, create ambiguity, and raise doubts. Example;

Incorrect – “This weak expenses have increased by 6.5%.”

Correct – “This week’s expenses have increased by 6.5%.”

- **Completeness:** The message should have all information on the basis of which the receiver can respond and take action. Incomplete messages waste lot of time and efforts. Example;

Incorrect – “There is marketing department meeting tomorrow at 7 for discussing marketing strategies.”

Correct – “There is a marketing department meeting tomorrow at 7:00 pm in conference room no. 5 for discussion of marketing strategies for our newly launched soap product.”

- **Concreteness:** Concrete communication is specific, clear, and meaningful. It avoids vagueness and adds authenticity.

Incorrect – “Manufacturing costs have increased. They need to be reduced.”

Correct – “Manufacturing costs have increased by 30 %. They need to be reduced at least by 15 %.”

- **Consideration:** Before communicating, the sender should put itself in the place of receiver and try to understand the potential effects of the message transmitted. Hence, words should used after a lot of consideration. Example;

Incorrect – “The presentation made by you looks awful. Why can’t you improve?”

Correct – “I noticed some mistakes in the presentation made by you. Let us have a meeting to help you work on this.”

- **Coherence:** Communication should be relevant, logical and make sense. It will help in comprehending the information. Example;

Incorrect – “The due date for the project has been extended to next month. Arex Ltd. wants to discuss some new issues with the product. They requested a meeting for this Saturday.”

Correct – “Arex Ltd. wants to discuss some new issues with their product this Saturday. So, the due date for project completion has been extended to next month to assess the new issues.”

Every business revolves around successful and effective communication, be it non-verbal, verbal, written, analogue or digital. Managers, leaders and salespeople all need to be skilled communicators in order to perform their roles effectively. Effective business communication is a valuable asset that every leader, manager or salesperson should aspire to obtain.

Process of Communication

5.3

As a concept, communication might sound simple. However, there are a lot of hidden elements and an entire chain of events or stages that are going on while we communicate even though we are unaware of it.

The communication process is a dynamic framework that explains the transmission of message between a sender and receiver using various communication channels.

Key elements of communication:

- **Sender:** The person who first has the idea/ message and sends it to the recipient.
- **Encoding:** The way the information is described or translated into a message and put in verbal or non-verbal medium.
- **Message:** The information that the sender wants to send. Messages can be in speech and writing, signs, pictures or symbols depending upon the situation and the nature and importance of information desired to be sent.
- **Communication channel:** The method of delivering the message. The message may be oral or written. Written messages can be transmitted through computer, telephone, cell phone, apps or televisions.
- **Receiver:** An individual or a group of individuals for whom the information was intended to reach. The receiver is at the other end of the communication process.
- **Decoding:** It refers to interpretation and conversion of information communicated into intelligible form so that the recipient can fully understand the true meaning of the information.
- **Feedback:** It is the final step of the process. It refers to the response or action a receiver takes after decoding a message.

Process of Communication

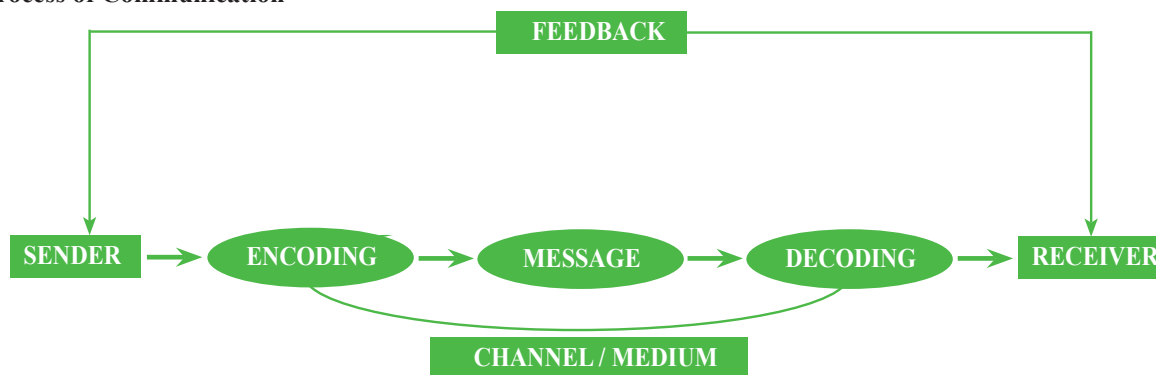


Fig. 5.1 : Process of Communication

1. **Development of an idea:** The first step is identifying the information the sender wants to communicate to the receiver.
2. **Encoding of message:** Once the sender develops the idea to be transmitted, the message needs to be presented in a proper and coherent manner using suitable words, phrases and symbols.
3. **Transmission of the message:** The sender determines the method/channel/medium of transmission of message. Communication channels can be verbal, non-verbal, written and visual.
4. **Receipt of message:** Receiver receives the message. The receiver will process the message according the channel of communication. If written message is sent, then the receiver will read that message and if the message is verbal, then receiver will listen to the message.
5. **Decoding of message:** This is one of the most crucial stages in the communication process. The receiver will convert the message in the form which is understandable to him/her. Communication process will be successful if receiver can get and understand the context of message sent correctly.
6. **Feedback of message:** It is the receiver's response to the message. The sender gets to know whether the recipient got the message and interpreted it accurately or not.

Essence of Feedback

After the communicator is done with his role of communicating the message via the appropriate medium, he must ensure that the recipient has understood the message in the way he was supposed to. Hence, the communicator must take feedback from the recipient. According to Kevin Eujeberry, the feedback that the communicator receives is broadly classified into four categories:

1. **Positive Feedforward** – It basically means affirming comments with regard to future behaviour.
2. **Negative Feedforward** – It is the opposite of a positive feedforward it includes corrective comments with regard to future behaviour.
3. **Positive Feedback** – Positive feedback means affirming comments with regard to past behaviour.
4. **Negative Feedback** – Negative feedback is the opposite of a positive feedback it includes corrective comments with regard to past behaviour.

Models in the Communication Process

1. **One-way process** – A one way communication process is a simple communication process wherein the communication is one sided. It begins when the sender selects a message to deliver to the receiver, followed by the encoding stage. The message is transmitted to the receiver via a medium, followed by which the receiver decodes the message.
2. **Two-way process** – The two-way communication process is an improved version of the one-way process. It is more contemporary in nature. In the one-way communication model, the sender continues to remain in a dilemma if the receiver has correctly interpreted the message. However, in the two-way process follows the same steps only here the receiver gives the sender feedback and can also clarify his / her doubts or even share his / her perspective on the proposed topic of discussion.

The differences between a one-way and two-way communication process include the following:

Basis	One-way Communication Process	Two-way Communication Process
Model Type	One-way communication is a linear	Two-way communication is a cyclic model.
Perceiving	The sender is unaware if the receiver has correctly perceived and interpreted the message.	The sender is aware if the receiver has correctly perceived and interpreted the message.
Feedback	One-way communication eliminates the concept and significance of feedback.	Two-way communication includes the concept and significance of feedback.
Nature	One-way communication is a monologue	Two-way communication is a dialogue by nature.
Examples	Watching a video, listening to music	Communicating with a friend, interviews

Types of Business Communication

5.4

Business Communication can be classified into different categories depending upon the nature of communication, origin of the communication and the relationship between the parties involved in the communication process. Communication can be broadly classified under the following heads on the basis of:

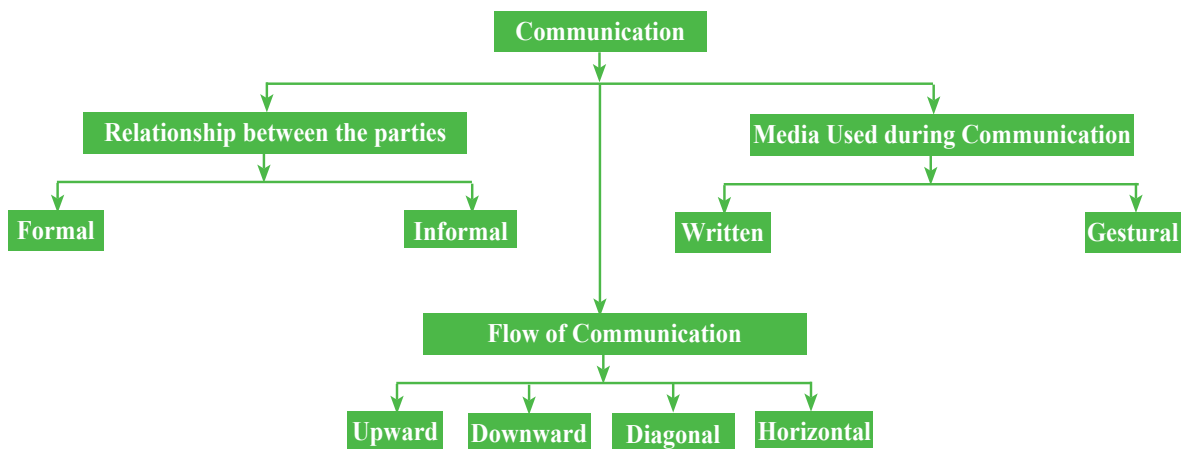


Fig. 5.2 : Types of Business Communication

5.4.1 Formal and Informal Communication

Formal Communication

Formal communication also known as official communication is designed by organizations to ensure the flow of official information through proper, predefined channels and routes. Employees are bound to follow formal communication channels while performing their duties. The flow of information is controlled. It also ensures that deliberate effort to be properly communicated.

Advantages of Formal Communication include:

1. It is considered effective as it is a timely and systematic flow of communication.
2. It is more reliable than informal communication.
3. Documentary evidence is present.
4. Full secrecy is maintained.
5. It follows a hierarchical structure and chain of command.

Disadvantages of Formal Communication include:

1. The structure is typically top down.

2. It is slower than informal communication because it is time consuming to follow communication through a long chain of command.
3. It also tends to cause a lot of distortions.

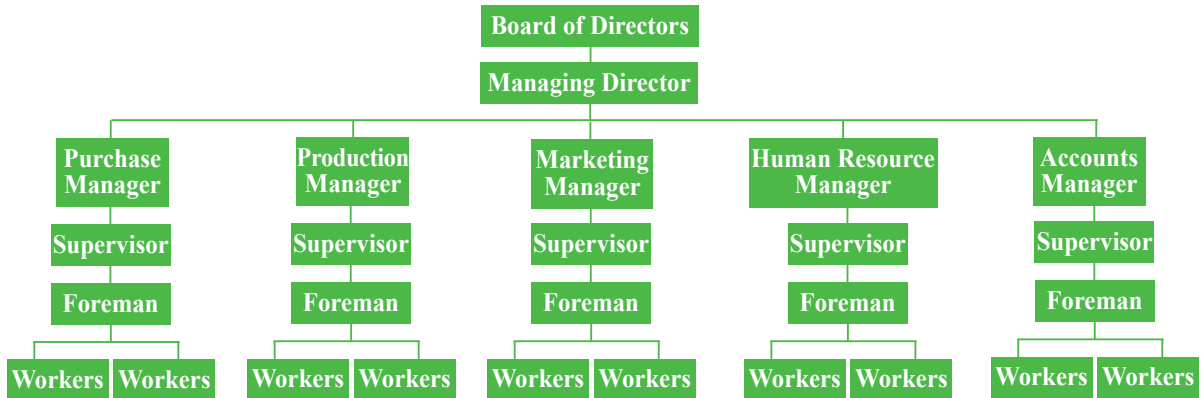


Fig. 5.3 : Structure of formal communication

Informal Communication

In this kind of communication, the communication is multidimensional. It moves freely within the organization. It is not bound by pre-defined channels and communication routes and is particularly quick. Neither does it have a paper trail. It is also known as grapevine communication and generally begins with employees through social relations.

Informal communications can turn to formal communication if they are added into the formal communication information flow of a company. Informal communication is considered effective as employees can discuss work-related issues which saves the organization time and money. It also helps to build more productive and healthy relationships in the workforce.

Advantages of Informal Communication includes:

1. It is faster than formal communication.
2. It is rapid and quick.
3. It boosts employee morale.
4. It increases trust and develops a better employee relations and coordination.

Disadvantages of Informal communication includes:

1. Informal communication is less reliable than formal communication.
2. It propagates the spread of rumours.
3. It is difficult to maintain secrecy.

The following are the different types of communication structures in informal communication:

1. **Single Strand Chain:** The communication in which one person tells something to another, who again says something to some other person and the process goes on.

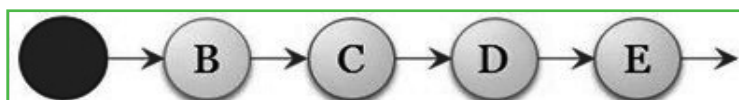


Fig. 5.4 : Single Strand Chain

2. **Cluster Chain:** The communication in which one person tells something to some of its most trusted people, and then they tell them to their trustworthy friends and the communication continues.

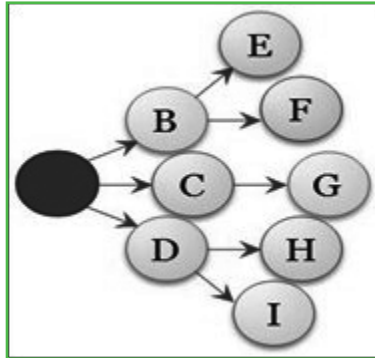


Fig. 5.5 : Cluster Chain

3. **Probability Chain:** The communication happens when a person randomly chooses some persons to pass on the information which is of little interest but not important.

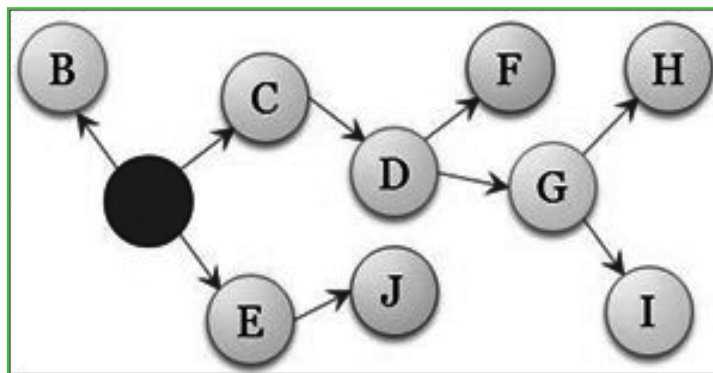


Fig. 5.6 : Probability Chain

4. **Gossip Chain:** The communication starts when a person tells something to a group of people, and then they pass on the information to some more people and in this way the information is passed on to everyone.

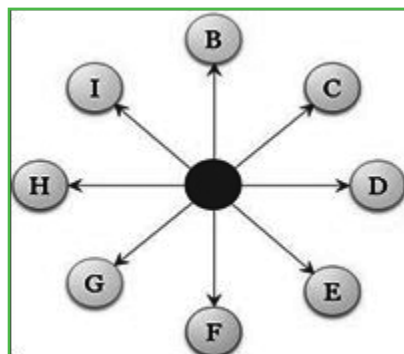


Fig. 5.7 : Gossip Chain

5.4.2 Verbal, Non-verbal and Written Communication

Verbal Communication

It uses spoken words to communicate a message. It is the most effective form of communication. It leads to the rapid interchange of information and feedback. There are fewer chances of misunderstanding as the communication between parties is clear. But in this communication, listening is crucial.

Non-Verbal Communication

It is based on the understanding of the parties. It uses signs. Communication succeeds only when the receiver understands the message completely and proper feedback is given afterwards. It complements the verbal communication.

The types of Non-verbal communication are as under:

- **Chronemics:** The use of time in communication is chronemics, which speaks about the personality of the sender/ receiver like punctuality, the speed of speech, etc.
- **Vocalics or Paralanguage:** The volume, tone of voice and pitch used by the sender in communication.
- **Haptics:** The use of touch in communication.
- **Kinesics:** It studies the body language of a person.
- **Proxemics:** The distance maintained by a person while communicating with others.
- **Artifacts:** The study of the appearance of a person.
- **Sign Language**

“Action speaks louder than words”, non-verbal communication often depends on the uses of gestures and signs to express oneself. Language in itself is a combination of a set of sophisticated signs and symbols. For example, two friends making gestures towards each other to communicate in front of strangers or when they are uncomfortable to speak in front of a third party. These signs are usually of two kinds visual signs and audio or sound signs.

1. **Visual Signs** – These are commonly seen and used in and around us. We come across multiple visual signs in our daily life. For example:
 - ▲ The traffic signs that we see on the road are an essential form of visual signs for drivers which help prevent accidents and mishaps on the road.
 - ▲ The use of posters in advertising to communicate messages to potential buyers or buyers to keep them informed about products or details.
 - ▲ The shade-card we receive from painters or interior decorators when we are renovating or painting.
 - ▲ Maps and e-maps that help us to navigate to and across places.
2. **Audio Signs** - Audio signs are another common form of non-verbal communication. Some examples of audio signs we come across in our daily life include:
 - ▲ Sirens on the ambulance which act as audio signs telling the driver in front to let the ambulance pass.
 - ▲ Car horns are ways drivers communicate to each other while driving.
 - ▲ Parade drums which alarm the passing of a parade.
 - ▲ Warning signals and alarms telling people to vacate in case of a building fire.

Advantages of sign language includes:

- a) Posters and paintings have an educational value.
- b) People perceive and remember the visual signs that are attractive.
- c) It is an effective means of communication if properly used.
- d) Pictures and drawings can also lead to mental motivation for many people.
- e) It promotes creativity and uniqueness.

Disadvantages of sign language includes:

- a) Sometimes sign language might not be effective enough to convey a message.
- b) If the receiver does not understand sign language communication might become difficult.
- c) It is not used properly sign languages can create huge misunderstandings between the parties.

Modern methods of Non Verbal Communication

- a) **Jingle** - A jingle is a short piece of music with one or more hooks and meanings that promote a product or service being sold, usually through the use of one or more advertising slogans. Jingles are utilised by ad buyers in radio and television ads, but they can also be employed to develop or maintain a brand image in non-advertising circumstances. Many jingles are made from snatches of popular songs, with the lyrics changed to better sell the product or service. For eg: McDonald's jingles is "I'm Lovin' It".
- b) **Music** - Music is an excellent and powerful medium for conveying information. It allows people to exchange feelings, intents, and meanings even if their spoken languages are incomprehensible to each other. It can also be a lifeline for those with special needs who find it challenging to communicate through other means. Music has the ability to have significant bodily impacts, to elicit deep and profound emotions in us, and to be exploited by great composers and performers to achieve infinitely tiny variations of expressiveness.
- c) **Cartoon** - A cartoon can express a lot of information with very few or no words. The cartoons' philosophy, logic, and objectives are genuine, and they educate the general audience. It makes severe depictions on occasion, but always with a sense of humour, and shines a light on the dark parts of society or political goals. Social media has reshaped and improved communication using cartoons, particularly during times of crisis. Cartoons are an excellent way to reach a large audience.

Written Communication

Written communication refers to sending of messages, orders or instructions in writing through letters, circulars, manuals, reports, telegrams, office memos, bulletins, etc. It is a formal method of communication. It is less flexible. It can also be used as legal evidence. It is time-consuming, costly and unsuitable for confidential and emergent communication. In order to be effective communication should be clear, complete, concise, correct, and courteous. This kind of communication is suitable for long distance communication and repetitive standing orders.

The advantages of written communication include:

1. It creates permanent record of evidence.
2. It can be used for future reference.
3. It gives the receiver sufficient time to think, act and react.
4. It can be sent to multiple persons at a time.
5. It is suitable for sending statistical data, charts, diagrams, pictures, etc.
6. Good written communication can create goodwill and promote business.

The disadvantages of written Communication include:

1. Feedback process also is not instant.

2. It is expensive.
3. There is no scope for immediate clarification.
4. It is less flexible.
5. It is not effective in case of emergency.

Steps in Written Communication

In order for a written business communication to be effective the communicator must follow the following steps:

Step 1 – Preparing the message – The communicator at this stage should focus more on the what he wants to communicate that is the idea.

Step 2 – First Draft – After the message is prepared it should be expressed properly. He must draft it properly on paper. After drafting the message, he should check properly for any errors or mistakes. He can avoid spelling and grammar checks at this stage.

Step 3 – Revising and editing – At this stage, the communicator focuses on correcting the grammar, spellings and punctuations. While editing he must ensure the message is brief and to the point and that there is no unnecessary information.

Step 4 – Proof Reading – During proof reading, the communicator must check the context, accuracy, form and appearance of the message before he sends it out to people.

5.4.3 Vertical, Horizontal and Diagonal Communication

Vertical Communication

Vertical communication takes place among seniors and subordinates or between two people at different levels of the organizational hierarchy. It is generally used when a senior has to assign tasks or delegate authority among subordinates. It is also used when the subordinate is responsible and accountable for a certain task for which he must report to his senior. The flow of communication is either upward, when the communication is from a subordinate to his senior or downward when the senior communicates to the subordinate.

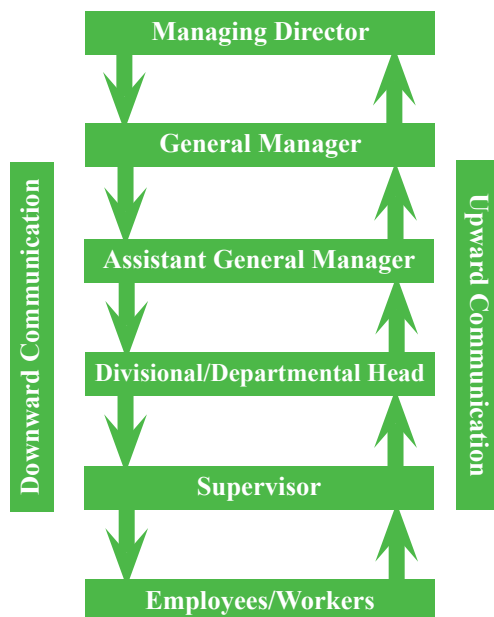


Fig. 5.8 : The Flow of Vertical Communication

Horizontal Communication

Horizontal Communication is the communication that takes place among employees on the same organizational level. It is also known as lateral communication. This form of communication is more timely, direct, and efficient than up or down communication. It produces a higher quality of information exchange since it occurs directly between people working in the same environment. Horizontal communication generally occurs formally in meetings, presentations, and formal electronic communication, and informally in other, more casual exchanges within the office. However, there are a few barriers to horizontal communication such as differences in style, personality, or roles amongst co-workers. Problems can occur because of territoriality, rivalry, specialization, and simple lack of motivation.

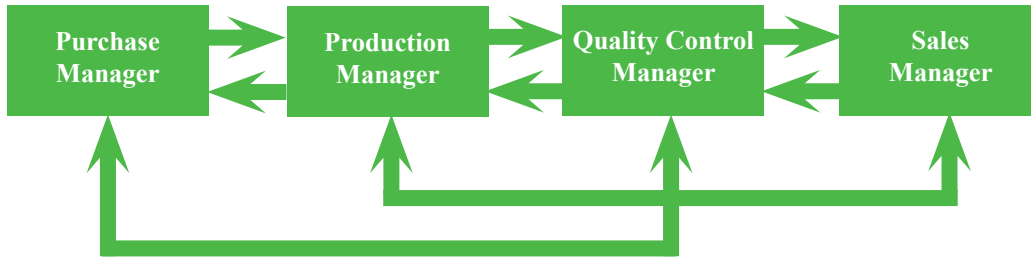


Fig. 5.9 : Horizontal Communication Chart

Diagonal Communication

Diagonal communication is said to take place when people working at the same level interact with those working at a higher or lower-level of organizational hierarchy and across the boundaries of their reporting relationship. It is also known as crosswise communication. It promotes inter departmental coordination and is more practical. Diagonal communication also plays a vital role to boost workers' morale. It makes the superior feel like he has been by passed in the communication process. However, superiors may refuse to implement the suggestion as he has not been consulted. As a result, it may lead to internal anarchy and external animosity.

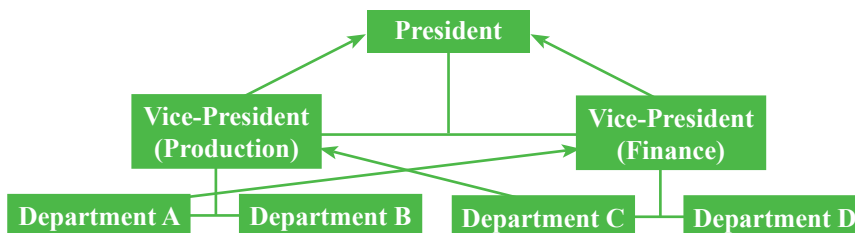


Fig. 5.10 : Diagonal Communication Chart

5.4.4 Upward and Downward Communication

Downward Communication

In downward or downstream communication people working at higher levels have the authority to communicate to the people working at lower levels. It strengthens the authoritarian structure of the organization. However, it is time-consuming and, in the process, managers may withhold some valuable information from the employees.

Upward Communication

Upward or upstream communication is useful in sending information, suggestions, complaints and grievances of the lower-level workers to the managers above. It is more participative in nature. Modern managers encourage upward communication. It is the direct result of increasing democratization. Here, psychological problem may come up as managers do not like being told by their subordinates.

One of the major problems that most modern businesses face is the communication gap that exists between the top management and the lower-level employees. This communication gap often leads to increase in conflicts, misunderstandings and misinterpretation of company policies, in order to eliminate these conflicts arising out of the communication gap many organizations are adapting to the concept of an ombudsperson. An ombudsperson is a person hired by the organization who acts as a liaison between the top management and the employees. The ombudsperson promotes upward communication by discussing the employees concerns and grievances with the top management.

5.4.5 Lateral Communication

Lateral communication refers to interactions between individuals and groups on the same organisational level. In contrast to other, less formal situations, lateral communication in the workplace suggests a more defined goal.

The following are some of the benefits of lateral communication:

1. It saves time.
2. It makes task co-ordination easier.
3. It makes it easier for team members to work together.
4. It offers emotional and social support to the members of the organisation.
5. It aids in the resolution of a variety of organisational issues.
6. It is a method of exchanging information.
7. It can also be utilised to resolve departmental disagreements with other departments as well as internal departmental conflicts.

However, there are some drawbacks to lateral communication. As lateral communication grows, management may have a harder time maintaining control. This is partly because controlling the flow of information allows management to exert a great deal of control and authority. Lateral communication can also lead to conflict among employees who are exposed to each other as a result of the procedure. Through lateral communication or to ratify decisions taken during horizontal communication. Finally, if stringent communication procedural standards are not enforced and followed, it may result in a lack of discipline.

Over the years, the concept of e-communication has gained significant importance in the business world. While the internet makes doing business online easier, communication can prove tricky.

However, online communication, can create hindrances for businesses if it is not done properly. Hence, businesses must conduct proper research and consider the different areas of internet communication that would suit the business and also provide their clients with the best service available. The way personal communication has changed in the era of the internet is truly commendable. It affects everything beginning from purchasing groceries to holding conferences and meetings with overseas stakeholders. The internet has truly helped businesses grow and become more productive by helping them seek multiple new opportunities.

The ways to make internet based business communication more effective are as follows:

• **Customer Interaction**

Online businesses do not have in-person communication like telephone services either. To make interaction easier, they should provide a more personal touch and make business between a customer and the company easier. Businesses should have instant messaging services for customers and online forums as well to discuss the product and offer tips and reviews.

• **Support Options**

Customer support is a crucial part of doing business online. It indicates that the company is making efforts to show customers that it takes their concerns seriously and are willing to resolve it as soon as possible. Posting and following turnaround policies for answering customer questions makes the customer feel valued. Also, providing customers with a Frequently Asked Questions (FAQs) section on the main page of the website helps a lot. Questions can be answered and the customers' time is saved.

• **The Personal Touch**

Since online business communications are mostly faceless, it helps to make the customers feel like they are talking to people rather than computers. Moreover, sending personal messages in response to emails can make the customer feel like the company cares about them and their views. Entities can delegate this task or create separate department.

• **Professional Presentation**

While it is important for business to make customers feel like they are talking to real people, it is also necessary to maintain a professional presentation. By projecting themselves as professional, companies ensure about its reliability to customers. Companies can use a certain professional email template or include a letterhead along with some professional information to make the customer feel secure about the business.

5.5.1 Types of Internet Based Business Communication

Email

Every good business has an email id to make communication easier. Sometimes they have different email ids for different departments so that the customer can send an email directly to the concerned department. Businesses should invest in an email provider that prevents spamming and offers filters.

Cloud Computing

A cloud is an on-demand availability of computer resources with direct active management by the users. This helps business save space and hence time and money by storing all information. Before cloud, businesses had physical infrastructure for all communications systems located on-premises, which was expensive due to hardware and maintenance costs. It also increases a company's flexibility and collaboration since information can be accessed by the authorized personnel from anywhere in the world. By using the cloud for mobile communications, businesses can access all in-office telephone features and critical cloud-based applications from anywhere.

E-Commerce

Internet has made business more accessible by removing the geographical barrier. Activities like sending catalogues and salespeople to customers is time-consuming and expensive. Only large companies are benefited since they had enough funds. Medium and small business can become profitable too through e-commerce. Now people from all over the world can view and purchase their product at no extra cost to the business. This helps the customers as they are no longer limited to buying products in their cities or towns. E-commerce is reducing the gap between businesses and customers. It is making companies reassess their sales and marketing strategies. It has made retail a much more competitive business in terms of both price and quality.

Voice over Internet Protocol (VoIP) and Video Conferencing

Before the internet, calling customers on phones or travelling to them was very expensive and time-consuming. Now, with the internet, business can place calls over the internet using VoIP at low costs. Sales representatives can also save time and energy by conducting face-to-face interactions via video conferencing. Hence the company can hire employees from all across the country and get them to work remotely so they can get the best quality of workers to work at untapped places.

Illustration:

ABC Ltd. had commenced operations in 1994. After a couple of years, the business began to grow in size and diversify and open overseas branches. By 2012, the company had 23 branches in different countries and a staff strength of 10,900 workers in all the branches combined. Communication was becoming huge problem among the staff and management, within the same branch as well as across various branches especially when it came to holding joint meetings of the branches there were numerous barriers. Due to this communication gap, employee and customer grievances began to increase. Customers complained that their problems were not being resolved and as a result they had to shift to substitute companies. Employees too complained that there were no proper communication from the management and decision making was getting delayed. As a result the company faced a tremendous loss in 2014 followed by large amounts of staff turnovers.

The CEO of the company approaches you and explains the problem. You tell him about digital communication and how this has solved similar problems in other companies. He is impressed and asks you to think for the various internet-based business communication channels that would recommend and how these would solve his problem and avoid such situations in the coming year.

5.5.2 Business and Social Etiquette

Etiquette is a set of guidelines and rules for manners and behaviour that is acceptable in a professional conduct. In a corporate world, good business etiquette means a person acts professionally and behaves properly with socially acceptable manners when interacting with others in his/her profession. Good business etiquette is a valuable skill-set that can make a person stand out from others, enhance the person's individual success rate in the organisation.

A basic example of business etiquette is using simple greetings while acknowledging someone. Instead of saying "Hey, how can I help you?", say "Good morning, Mr. Alok, tell me how can I help you?". The second sentence looks more engaging. The person addressed feels respected and as a result trust is built.

Importance of business and social etiquette

- **Building positive relationships:** Establishing good rapport with colleagues and seniors helps in progressing a person's career in the organisation. This can be done by exercising good etiquette and exhibiting great communication skills.
- **Makes a workplace productive:** Business etiquette is essential because it creates a professional and respectful environment. It improves communication among the members which ultimately makes the workplace a productive place. People feel satisfied about their jobs when they feel respected, and that helps in translating into better customer relationships as well.
- **Rewarding in nature:** Those who exercise good business etiquette show that they value their job, respect colleagues, understand customers and take their performance seriously. These people get rewarded for their professional and polite skills in the form of promotions to advance in their career.

Professional conduct in a business setting

Professional behaviour in the workplace is a set of guidelines that demands professionally acceptable attitude, appearance and manners. It involves the way a person speaks, looks, behaves and make decisions. The main features of professional behaviour are as follows:

- Respecting managers, colleagues and clients.
- Behaving in a positive manner.
- Being calm and polite in stressful situations.
- Making good and ethical decisions.
- Dressing appropriately.

Here are some of the ways an employee can exhibit business etiquette in workplace.

- **Honesty:** An employee should always act openly and be honest with his/her job. He/she must not in any case share confidential and privileged information of client unless necessary
- **Respect:** An employee works in a socially active workplace. Maintaining a respectful attitude to every member of the organisation is must. He/ she is expected to not lose his/her temper during stressful times. An employee should refrain from using inappropriate languages and apologise for misunderstandings or mistakes done because of his/her negligence.
- **Meetings:** A person should always arrive on time. He/she should make contributions to discussions whenever required and never interrupt anyone unless necessary.

- **Communication:** An employee should speak clearly and act courteously with others. He/she should always use good manners when interacting with co-workers and clients. Also, he/she should be careful of language and tone in communications.
- **Integrity:** A person should always try to act ethically and make ethical decisions. He/she should remain impartial keeping aside any personal bias in work.
- **Corporate Goals:** An employee should have an understanding of the company's missions, goals and objectives and the responsibility and role that he/she is expected to perform in achieving those aims.
- **Dress:** An employee should follow the company's dress code of conduct or guidelines. If there aren't any such rules, he/she avoid wearing offensive , provocative and revealing clothing.
- **Accountability:** An employee should always be accountable and responsible for his/her work. He/she should be honest if things go wrong and always try to improve and learn.
- **Teamwork:** an employee works in social setting. So it is important for a person to work with people by setting aside the differences to work well for the benefit of the organisation.
- **Commitment:** An employee should work with dedication and a positive mindset. He/she should remain fully committed to his / her responsibility.

Workplace Hierarchy

In a business organization, a chain of command refers to levels of authority starting from top level like CEO to bottom level like supervisors. Companies institute a chain of command to provide all the members at all levels with a supervisor to whom they may ask their queries or report grievances.

The chain of command involves moving to the next level of authority. For instance, a plant worker will report issues to his immediate supervisor and the supervisor will report them to a manager.

It is the duty of business leaders to educate their employees about the chain of command. It is usually desirable that a problem stays at the lowest possible chain in the hierarchy unless it is necessary to move up to the higher level of organization. Employees should study the organization's chain of command and respect it as much as possible.

In some cases, in order to voice his opinion immediately, an employee can break the chain of command. Instead of reporting to the immediate supervisor, he may approach the manager directly.

Business Meeting etiquette

A business meeting is generally of two types internal and external meeting. An internal meeting is one wherein the members and hosts are from within the organisation and no external member is allowed to participate in the meeting without the permission of the host. On the contrary, an external meeting is one wherein the attendees of the meeting are the external stakeholders of the company such as the general public, government, media houses, etc.

- Invite only people who are essential to the meeting or have a role to play in the meeting.
- Choose the right time and proper place to conduct the meeting.
- Every meeting should have a proper and well-defined agenda that the attendees must be aware of.
- All the attendees and host of the meeting should be well prepared with the documents or presentations that might be required for the meeting to avoid delay and disturbances during the meeting.
- The host and attendees must be on time for the meeting to avoid delay.
- A note taker should be assigned for a meeting to keep track of the minutes of the meeting.

Telephone etiquette

There are some certain basic manners and rules that everyone in the business should follow while representing the organisation while communicating.

Some common telephone etiquettes are:

- ⦿ Person communicating should keep maintaining a calm tone while communicating.
- ⦿ Warm wishes like good morning, thank you, have a nice day etc should be used.
- ⦿ It's important to know who you are speaking to set the tone and use relatable language with them.
- ⦿ A person should never call any client at odd hours because it will be considered rude to disturb them while the client is busy.
- ⦿ Make sure that the content is short and concise before calling any client.
- ⦿ It is always appreciated to be a good listener and ask for feedback.
- ⦿ It is important to never put another party on hold for too long.
- ⦿ It is one of the important telephone etiquettes is to not take too long to pick up a call.
- ⦿ In case of network issues between a call, it is advisable to deal with patience and wisely.
- ⦿ At the end of the conversation, the final etiquette is to ensure that everyone is on the same page.

Meal etiquette

The way a person behaves in a business meal reflects his/her personality and the level of professionalism. A person needs to demonstrate social skills by following some etiquette rules.

- ⦿ A person should dress appropriately as per the occasion.
- ⦿ Arrive few minutes earlier because showing up earlier is respectful to the host and guests.
- ⦿ It is desirable to make light and mindful conversations with others.
- ⦿ Direct the conversation slightly towards the agenda of the invitation.
- ⦿ Make an effort to maintain good posture on the chair throughout the meal.
- ⦿ It is polite to wait until everyone at the table has received their meal.
- ⦿ Remember to be kind and gentle toward the server.
- ⦿ Always follow the host's lead in these get together meals.
- ⦿ Exhibit politeness in actions like offering others to fill up their glass and so on.
- ⦿ At the end of the meal, express gratitude to the host for inviting.

Email etiquette Do's and Don'ts :

Do's

1. Use a Clear Subject Line:
 - Make sure your subject line is concise and informative. It should give the recipient an idea of the email content.

2. Start with a Proper Greeting:
 - Use an appropriate salutation, such as "Dear [Name]" or "Hello [Name]," depending on your relationship with the recipient.
3. Be Concise and to the Point:
 - Respect the recipient's time by keeping your email brief and focused on the main topic.
4. Use Professional Language:
 - Avoid slang, jargon, or overly casual language. Maintain a professional tone throughout the email.
5. Proofread Before Sending:
 - Check for spelling, grammar, and punctuation errors. Ensure your message is clear and free from mistakes.
6. Use Proper Formatting:
 - Break your email into paragraphs with appropriate headings if necessary. Use bullet points or numbering for lists.
7. Include a Clear Call to Action:
 - If you need a response or action from the recipient, state this clearly and provide any necessary details.
8. Add a Signature:
 - Include a professional signature with your name, title, company, and contact information.
9. Be Respectful and Courteous:
 - Use polite language and show respect for the recipient. Thank them for their time and consideration.
10. Respond Promptly:
 - Try to reply to emails within a reasonable timeframe, usually within 24-48 hours.

Don'ts

1. Don't Use All Caps:
 - Writing in all caps is perceived as shouting and can come across as aggressive.
2. Avoid Overuse of Exclamation Marks:
 - While it's fine to use an exclamation mark for emphasis, overusing them can seem unprofessional.
3. Don't Use Emojis in Professional Emails:
 - Emojis can make your email look unprofessional, so avoid them in formal communication.
4. Avoid Informal Language and Abbreviations:
 - Use complete sentences and avoid text-speak or overly casual language, like "u" instead of "you."
5. Don't Attach Large Files:
 - Large attachments can clog the recipient's inbox. Use file-sharing services or compress the files if necessary.
6. Don't Send Emails When Angry:
 - If you're upset, wait until you've calmed down to write and send your email. Emotional emails can be damaging.

7. Avoid Forwarding Chain Emails or Spam:
 - Do not forward chain emails, jokes, or irrelevant content. This is unprofessional and can clutter inboxes.
8. Don't Assume Privacy:
 - Remember that emails can be forwarded or shared, so don't include sensitive or confidential information unless absolutely necessary.
9. Don't Ignore Email Threads:
 - If you're responding to a long email chain, make sure you read the previous messages to understand the context fully.
10. Don't Overuse High Importance:
 - Marking emails as high importance too often can diminish its effectiveness. Use it sparingly for truly urgent matters.

Business Attire

Business attire refers to clothing worn in a professional setting. Business attire varies from business casual to business formal.

- **Business Casual for men:** It typically involves wearing a pair of dress slacks along with a button-down shirt or sweater. Khakis can also be worn. A sport coat or blazer is also common. Neckties are completely optional.
- **Business Formal for men:** Business formal dress is highly professional, and consists of a suit-pant in preferred colours like black, navy blue, grey, or brown. This suit is worn with a traditional dress shirt, along with dress socks and shoes. Neckties are a must, and should contain only a minimal pattern design. Shirts should always be tucked and neatly-ironed.
- **Business Casual for women:** Women may choose patterned outfits with features such as ruffles or lace, provided they are not excessive. A good rule of thumb is that clothing should not be too tight or revealing. Knee-high and ankle boots, along with flats, sandals, and higher-heeled shoes are also acceptable.
- **Business Formal for women:** Women should wear tidy dresses, skirts or slacks. Tops should include neat button-down shirts or blouses with a blazer. Business professional shoes include classic medium sized heels, loafers or tidy flats. Women can accessorize with minimal jewellery and belts.

Proper way to make introductions:

A proper introduction makes a person look poised, polished and professional. Some guidelines are:

- Introduce people in business based on rank, not gender or age.
Example: "Mr. Suresh, I would like to introduce Jyoti Kumari, assistant manager from Human Resources."
- In business, the client, guest or visitor is more important than the boss or co-worker and should be introduced first.
- Always smile and maintain eye contact.
- Extend a good and firm (not painful) handshake to exhibit respect, trust, and acceptance. It is desirable to say something nice to other person while introducing like "It's a pleasure to meet you".
- Keep the forms of address equal to all the members avoid differential treatment.
- Use a person's surname at first introduction.

- Avoid using an honorific such as Ms. or Mr. to introduce oneself.
- Demonstrate professionalism and credibility by clearly stating full name.
- Always be respectful to everyone.
- Always stand up for introductions.
- Ensure that people's names are pronounced correctly when making introductions.

Courtesy at workplace

Courtesy is one of the C's of communication. It helps in gaining trust and building strong and positive relationships.

Some guidelines for showing courtesy are

- Greet people properly. Acknowledge them with a smile and calm tone.
- Introduce yourself and/or other people to the rest of the members.
- It is desirable to address your colleagues by their names to make them feel comfortable.
- It is rude to interrupt people when they are speaking.
- Reply to all conversations or invitations kindly.
- Avoid discussing sensitive or controversial matters in public.
- Try to arrive on time or early for meetings and appointments.
- Dress appropriately as per the company's guidelines.
- Exhibit positive and kind actions like holding the door and the elevator for people.
- Respect people's property.
- Avoid humiliating others for fun.
- Respect people's privacy. Do not ask personal or offensive questions.

Business Communication and Public Relations

In today's information driven world, it is a well-established fact that the communication is as crucial as other basic necessities of life. Business communication is an important tool for all organisations. It involves managing and orchestrating all internal and external communications which are beneficial for the organisation.

Public plays a significant role in carrying out the success for any organisation. In this cut-throat competition, where every organization strives hard to work toward its brand image, public relations has become the need of the hour. It is essential for every organization to communicate well with its target audience. The perception of the public, competitors, employees and other stakeholders define the organisation's reputation, respect and success.

Concept of Public Relations

Public relations can be defined as maintaining and sustaining a healthy relationship between the organization and public/employees/stakeholders/investors. Public relation includes activities to ensure the correct flow of information between the organization and its target audience. It helps in maintaining the brand image of an organization in the eyes of its audience impactfully for a long period of time.

Target audience refers to the parties to whom the organisation wants to deliver its information to create and maintain relationship.

Example- For hospitals, the target audience would be patients and their families/guardians and for retailers, the target audience would be customers.

In the above examples, Public Relations ensures a smooth two-way communication between the hospital management and its target audiences (patients and their families). Retailers must respond to their customers well for a positive word of mouth and a strong brand positioning.

Functions of Public Relations

The main aim of PR is to create a positive and favourable public relations. Some basic functions of Public Relations are:

- **Public Relations Policy:** Develop and recommend corporate public relations policy and share it with top management and all departments.
- **Statements and Press Releases:** Preparation of corporate statements, speeches for executives and press releases are to be prepared by the PR personnel to articulate and project positive image of the company or product or policies.
- **Publicity:** Making announcements of company activities and products to media to reach to the general public and other stakeholders. It includes planning promotional campaigns for the business and answering inquiries from press and people at large.
- **Maintaining Relations:** The PR is intended to maintain good and cordial relations with Government units at local, national and international levels as well as with the community. This includes compliance with environmental protection standards, giving employment opportunities to locals, and cooperating and participating in locality development programmes.
- **Publications:** Preparing and publishing in-house magazines is also the function of PR.

Major areas of public relations activity are as follows:

- Press conferences
- Advertisements
- Publications
- Media interactions
- Relations with constituents like local community, banks and financial institutions, investors, shareholders, customers and employees

Principles of public relations

Arthur W Page has established 7 principles of public relations management. They are:

- Tell the accurate picture of the organisation to the public.
- Focus on actions instead of words to appeal to the public.
- Understand the wants and respond clearly to the public.
- Anticipate public relations and eliminate practices that may hinder the goodwill.
- Adopt the corporate strategy keeping in mind the interests of the public.

- ◉ Realise that the success of the organisation lies in the hands of the public.
- ◉ Remain calm, composed, dignified and peaceful.

Negative public relations

It refers to the situations in which a bad image of the company is created. Negative PR also includes using dirty tricks through extensive research and information gathering. In cases of negative PR, public relations experts/ agencies should concentrate on reducing the tarnishing reputation of the organization.

Effective Public Relations

Public Relations is said to be effective under all the below circumstances:

- ◉ **Awareness:** To create a positive image of an organization, the message must reach the public. Information must reach in its desired form for effective public relations.
- ◉ **Acceptance:** The audience must understand what the message intends to communicate. They ought to agree with the message.
- ◉ **Action:** The audience ought to give feedback to the organization accordingly.

To conclude, public relations is simply an effort to present one's organization in the best possible positive light.

Examples:

1. Uber – Thank You for not riding

At the beginning of worldwide lockdowns, Uber decided to join many companies urging people to stay home. In their 'Thank You for not riding' campaign, Uber thanked their customers for not using their services unnecessarily at the moment with a simple message: "Stay home for everyone who can't. "

Along with the campaign, Uber committed to providing 10 million free rides and food deliveries to healthcare workers, senior citizens, and all those in need in difficult times.

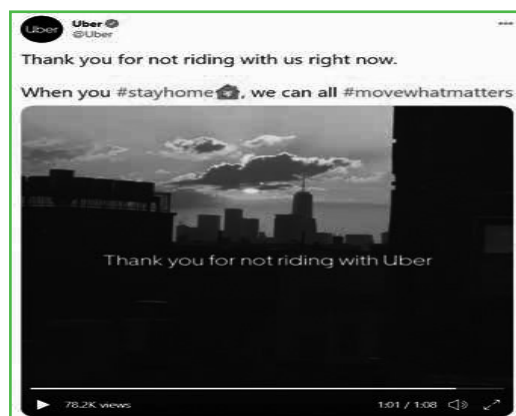


Fig. 5.11: Uber Campaign

2. Vicks – Touch of Care

Vicks uploaded a video where it shows the story of a transgender woman, Gauri, who cares for and raises an orphan child, Gayatri, despite all the odds faced due to non-conformity with the societal norms. The Vicks campaign hoped to redefine the meaning of family.

The goal was to show that it is cares only that makes people come together and become a family. In just 48 hours, with no paid media support, or promoted views, PR alone generated over 4 million views” of the video and earned great appreciation from worldwide.



Fig. 5.12 : Vicks Campaign

Advertisement and Business Communication

Right from buying groceries to all kind of dresses, finding a resort for vacation to watching a movie, selecting restaurant for dinner to booking a banquet hall for special events, and searching schools and colleges to finding jobs, almost every activity is guided by advertisements.

Advertising is derived from a Latin word ‘Advertere’ which means ‘turn the minds of someone towards something. It can be defined as non-personal presentation and promotion of ideas, goods and services paid by an identified sponsor. It is a paid non- personal mass communication wherein business information is made available to an audience.

The aim of advertisement is to promote the business. The objectives of the advertisement are as follows:

- To promote newly launched products among the potential customers.
- To promote unique selling point of an organisation.
- To create awareness among the general public.
- To tap into untapped market segment.
- To enhance the goodwill and build credibility.

Importance of advertising

- **Introducing new product:** A business organisation introduces its new product by giving out all information to the general public about the product.
- **Amplifying sales:** Advertising helps in reaching to a larger audience and make new customers for the business.
- **Steady demand:** Advertising helps in creating and maintaining the consistent demand of the product by constantly reaching out to the public.
- **Stay in competition:** If products are not continuously advertised, then the potential customers can be snatched by other competitors through their rigorous advertising.
- **Public awareness:** customers get awareness about a product and its usage through advertising.

Mediums of advertising:

- **Print media advertising:** It is done in the form of newspaper, magazines, newspaper advertisements and brochures.
- **Broadcast advertising:** It includes television and radio advertising.
- **Outdoor advertising:** It includes banners and billboards, advertising on trains, subways, taxis, and bus stops.
- **Digital advertising:** It is done in the form of internet, social media, videos, media devices and podcasts.

Relationship between Advertisement and Communication

There is a relationship between advertising and communication because companies cannot advertise without communicating. The relationships between the two are on the basis of audience, message creation, methods of communication and customer service.

- **Target Audience:** Audience is the receiver of the message. Companies formulate marketing plans and strategies in order to find suitable customers who will be interested in their products and services. Advertising facilitates this function of the companies because it has a soft and subtle way of persuading people.
- **Message creation:** Every firm must have a marketing objective and it must deliver that message to the target audience. Advertisements in business helps to increase the customer base, improving the customer attitudes for the brand, generating clients and revenue. It is possible only through communication.
- **Methods of communication:** Advertising is done through print media like newspapers and magazines, digitally like social media, blogs, videos, broadcasting through televisions and radios and also through banners and billboards.
- **Customer service:** Follow up communication is essential in businesses that are sourcing and retaining clients through advertisement. This helps to build a good understanding between customers and the company and as a result customer loyalty is built. Communication helps the company to know on what areas it needs to improve so that it comes with better quality products and services.

Examples:**1. Maggi from Nestle**

Till 1980s, the concept of noodles was alien in Indian market. The marketing team of Nestle studied the diverse food habits of an average Indian. The team found out that there was a huge demand of quick freshly made snack item in an Indian family diet consumption. Nestle took this opportunity and revolutionised the snacking in two minutes by introducing 'Maggi'. Till now, Maggi has been dominating snacking segment of Indian market. Although, it had few ups and downs in its journey to become successful. This success has been possible with the help of Nestle's heartfelt and relatable ad campaigns.



Fig. 5.13



Fig. 5.14

2. Amul

More than its dairy products, Amul is known for its topical, contemporary and subtle print ads. This brand doesn't only run with the time but also makes sure to include their star mascot 'the butter girl' in every possible way. That Amul butter girl's wit and satire managed to capture the imagination of every Indian, irrespective of time, region, language, gender and age. Today, Amul is not just a brand. It is an open display of public emotions.



Fig. 5.15



Fig. 5.16

Do's and Don'ts of Communication through Social Media

5.6

The evolution of social networking sites and platforms has a tremendous impact on the everyday life of people. Over the last couple of years, social media has changed the ways we conduct business. The traditional business was governed by 3B's the building, the boss and the boundaries. Social media has eliminated the dependency of businesses on these 3B's. Today we can start our own businesses whilst sitting at a sofa in our home and pressing a few buttons. However, even though we use informal channels to conduct our business knowing the art of business communication while communicating over social media is essential. It is important to be able to communicate effectively through social media because it is omnipresent and can prove to be highly productive. From advertising to lead generation to conversions, businesses can easily multifold their returns via Social Channels, and in the same very manner, candidates can impress hiring managers, and get the best-suited jobs.

Paying proper heed upon the Social Media Do's and Don'ts is very important to productively use these highly fruitful platforms.

Do's of Communication through Social Media

1. Do have Complete and Active Social Profiles:

Complete profiles are credible in nature. It ensures engagement and forming connections becomes easy.

2. Be Consistent with Business Profiles:

It is good to be consistent with the type of content you share for others to see. But it is essential to post content that is significant to the business.

3. Be Unique and Engaging with Sharing:

Social media communication must ensure that business is represented properly. Grounds should be created for healthy discussion on social media about the business. But a business should avoid spamming as much as possible.

4. Do Make Relationships:

Before building new relationships, it is important to nurture existing relationships. Business gets to know how often it should engage with its clients or target audience. Also, firms utilize connections to organize face-to-face interactions. However, there is clear separation business and personal relationships.

5. Do Prioritize Networks:

Organizations use networks that best fit their business and target audience. LinkedIn for B2B businesses and Facebook, Twitter, and Instagram for B2C and B2B marketing is considered best. It is vital to use the right content on the right network since audiences vary across networks, have a clear vision of the brand and translate the same across all networks.

6. Regularly Interact with Audience:

Firms can send friendly replies to queries, ask the connections and friends for recommendations. It must be kept in mind that firms do not need to be offensive or aggressive and must handle criticism gracefully.

7. Do Entertain and Inform Audience:

Businesses should not constantly focus on selling their product or service. Informative and entertaining posts attract more attention as they have more visually appealing power. Businesses should try new ideas, have fun and be selective and spread positivity and inspire people to grow traffic organically.

Don'ts of Communication through Social Media

1. Don't Project as Needy:

A business should not do the followings:

- Ask its followers to retweet or like its post.
- Worry about the number of followers rather focus on quality and not on quantity.
- Fake and pretentious.
- Dedicate the whole time on social media rather than develop productive relationships.

2. Don't Over-share the Content:

A business should not:

- Spam with the same promotional messages.
- Join groups, spam, and then leave.
- Overshare as it can lead to losing the followers.
- Automate the same message across different networks

3. Don't use Poor Grammar and Spelling:

A business should not:

- Use grammatical mistakes as they reduce credibility.
- Write posts in all caps as it seems offensive.
- Use hashtags unnecessarily.

4. Don't excessively depend upon Automated DMs:

A business should change the voice of the message to match the network and always try to write an original message for each social media network based on its intended purpose and audience.

5. Don't believe Everything you Read:

A business must always cross check for authenticity of things it sees and considers.

6. Don't Project as a know-it-all

A business is not required to project itself as know it all because it creates a negative image and comes off as arrogant.

7. Don't Complain:

Business should avoid complaining as it can make it seem unprofessional.

Writing and Drafting for Business Audiences

5.7

Every business has audiences. These audiences are none other than the customers or clients of the businesses. It is the duty of every business to satisfy their audience at the end of the day. The audience on the other hand want the business to maintain a personal touch with them, keep them updated about new products, discounts and benefits. In order to communicate these details, the business relies upon various forms of communication techniques such as sending letters, emails and sometimes using social media promotions to maintain a personal touch with their audiences.

There are mainly 4 types of business audiences:

1. **Friendly Audience** – They are easy to deal with and the duty of the business is to reinforce their beliefs.
2. **Uninformed Audience** – They are unaware about the business or details of the business. Hence, the primary duty of the business is to educate them.
3. **Apathetic Audience** – They are uninterested from the start and it is hard to deal with them. The business must first have to prove and justify their point of view.
4. **Hostile Audience** – They began to disagree with the communicator from the start and they are the hardest to deal with. They listen with a closed mind.

Reasons for writing and drafting for business audiences:

Some of the reasons businesses write and draft for their audiences are:

- **Inform** – It is the duty of every business to inform its audiences and stakeholders about relevant information about corporate policies, decisions, upcoming offers and discounts. Laws have also been created under the constitution such as the Right to Information so as to protect the rights of the business audiences.
- **Persuade** – These days PR and marketing have become one of the top priorities of businesses. While PRs try to pursue and develop the company name and reputation through communications with potential audiences, the marketing department tries to pursue potential consumers about the company, brand name and the product and services offered by the business. Apart from these, there are several other stakeholders that a business needs to pursue to help build trust of the stakeholders and company reputation.
- **Create Goodwill** – Goodwill is an immeasurable and intangible asset however it is the aim of every business to create as much as goodwill as they can. In order to create and maintain the goodwill, business communication plays a significant role.

5.7.1 Letters and Memorandum

Letters

Business letters illustrate commitment to the objective at hand. A letter must be in the desired format, expressing ideas, dedication to the requirements, and an understanding that words and letters can make a difference in the lives of others. Business letters can be informational, persuasive, motivational, or promotional by nature. It can be for various purposes such as sending order, sending offer details, communicating to vendors, etc.

Types of business letters:

1. **Enquiry Letter** - Buyers usually want to know the details of the goods which they are willing to buy, like quality, quantity, price, mode of delivery and payment, etc. They may also ask for a sample prior to making an order.
2. **Quotation Letter** - After receiving an enquiry letter from a prospective buyer. The seller supplies the relevant information by writing a letter that is called quotation letter.
3. **Order Letter** - The prospective buyer after receiving a reply to the earlier enquiry letter may decide to place an order with the best business firm which offers goods at minimum price and favourable terms and conditions.
4. **Complaint Letter** - When the purchaser does not find the goods up to his satisfaction, he files a complaint letter. It is normally written by the purchaser when he receives improper, incorrect, insufficient, or damaged goods.
5. **Recovery Letter** - A letter written by the seller for collecting of money for the goods supplied by him to the buyer is called recovery letter.

Formal Letter Format:

Sender's Name

Sender's Address

Recipients Designation and Name,

Recipient's Address

Date

Subject of the Letter

Salutation,

Introduction Paragraph (1 para) - Set the context of the discussion

Body of the Letter (1 -2 Paras)

Conclusion (1 para) - Expected Action by the addressee

Yours Sincerely,

Signature of the Sender

Full name of Sender

Enquiry Letter :-

[Your Name]

[Your Address]

[City, State, Zip Code]

[Your Email Address]

[Your Phone Number]

[Date]

[Recipient's Name]

[Recipient's Position/Title]

[Company/Organization Name]

[Company/Organization Address]

[City, State, Zip Code]

Dear [Recipient's Name],

I hope this letter finds you well. My name is [Your Name] and I am writing to inquire about [specific topic or product/service you're enquiring about].

[Provide a brief introduction of yourself or your company/organization if applicable, including your interests or reasons for the enquiry.]

[Explain the purpose of your enquiry, including any specific questions you may have or information you require.]

[If relevant, mention any previous correspondence or interactions.]

[Conclude the letter with a polite request for information or action, such as providing further details, scheduling a meeting, or sending relevant materials.]

Thank you for considering my enquiry. I look forward to your prompt response.

Sincerely,

[Your Name]

Quotation Letter :-

[Your Name]

[Your Position]

[Your Company Name]

[Company Address]

[City, State, Zip Code]

[Email Address]

[Phone Number]

[Date]

[Client's Name]

[Client's Position (if applicable)]

[Client's Company Name]

[Company Address]

[City, State, Zip Code]

Subject: Quotation for [Description of Services/Products]

Dear [Client's Name],

I hope this letter finds you well. Thank you for considering [Your Company Name] for your [Description of Services/Products] needs. We are pleased to provide you with a quotation for the following services/products:

[Itemize each service or product with a detailed description, quantity, unit price, and total price.]

[Service/Product 1]

Description : [Description]

Quantity : [Quantity]

Unit Price : [Price]

Total Price : [Total]

[Service/Product 2]

Description : [Description]

Quantity : [Quantity]

Unit Price : [Price]

Total Price : [Total]

[Include as many items as necessary.]

Subtotal : [Subtotal Amount]

Tax (if applicable) : [Tax Amount]

Shipping (if applicable) : [Shipping Amount]

Total Amount : [Total Amount]

Please note that the prices quoted above are valid until [Expiration Date], and all terms and conditions are subject to our standard terms of service.

If you require any further clarification or customization, please feel free to contact us. We are committed to providing you with the best possible service and look forward to the opportunity to work with you.

Thank you for considering [Your Company Name]. We appreciate your business.

Sincerely,

[Your Name]

[Your Position]

[Your Company Name]

[Enclosures : List any additional documents attached, such as product brochures, catalogs, etc., if applicable.]

Order Letter :-

[Your Name]
[Your Address]
[City, State, Zip Code]
[Your Email Address]
[Your Phone Number]
[Date]

[Recipient's Name]
[Recipient's Position/Title]
[Company Name]
[Company Address]
[City, State, Zip Code]

Dear [Recipient's Name],

I hope this letter finds you well. I am writing to place an order for the following items:

Product Name/Description - Quantity
Product Name/Description - Quantity
Product Name/Description - Quantity
[Add more items if necessary]

Please find attached a purchase order detailing the items, quantities, and prices agreed upon. Kindly review the order and confirm if everything is in order. If there are any discrepancies or if additional information is required, please do not hesitate to contact me at [Your Phone Number] or via email at [Your Email Address].

Additionally, I would appreciate it if you could provide an estimated delivery date for the order. Timely delivery is crucial for our upcoming projects, so your prompt attention to this matter would be greatly appreciated.

I would like to thank you in advance for your assistance and prompt attention to this matter. I look forward to receiving confirmation of the order and the estimated delivery date at your earliest convenience.

Thank you for your cooperation.

Sincerely,
[Your Name]
[Your Position/Title]
[Your Company Name]

Complaint Letter :-

Write a letter to the supplier of raw materials for receiving lesser quantity of goods than ordered.

Mr. ABC

XYZ Limited

Los Angeles, California – 90011

4th August, 2021

Mr. PQR

RST Limited,

Gotham City – 53540

Subject: Receiving lesser quantity of goods than ordered

Respected Mr. PQR,

With respect to order no. 54321 dated 20th September 2021, this is to inform you that I have received lesser quantity of microchips of type X than ordered. Also, some of the pieces received were damaged and needs to be replaced.

I am writing to request you to please replace the defective microchips and makeup for the shortage in quantity that has been supplied. According to the order details, I have ordered for 15,000 pieces however only 9000 pieces were delivered. I am including a copy of the order receipt and Invoice received during delivery for your reference.

I have purchased other products manufactured by your company in the past as well, and have always been impressed with the quality of the products made available to customers. I sincerely hope this is a one-time incident, and that any future purchases I make will live up to the standard my family has come to expect from your company.

Yours Sincerely

Signature

Mr. ABC

Recovery Letter :-

[Your Name]

[Your Address]

[City, State, Zip Code]

[Email Address]

[Phone Number]

[Date]

[Supplier's Name]

[Supplier's Address]

[City, State, Zip Code]

Subject: Claim for Damages Due to Supply of Damaged Material

Dear [Supplier's Name],

I hope this letter finds you well. I am writing to formally notify you of the damages incurred due to the supply of damaged material as per our recent transaction dated [Date of Transaction] for [Description of Material].

Upon inspection upon delivery, it was evident that the material supplied was in a damaged condition, significantly deviating from the quality and standard we had agreed upon. The damage has led to disruptions in our operations, causing delays in our project timelines and incurring additional costs for remediation and replacement.

As stipulated in our agreement and under relevant commercial laws, it is your responsibility as the supplier to provide materials that meet the agreed specifications and quality standards. However, the supplied material fails to meet these requirements, resulting in financial losses and inconvenience to our organization.

In light of the above, we hereby request the following actions to be taken :

Immediate replacement of the damaged material with new material meeting the agreed specifications, at no additional cost to us.

Reimbursement for any additional costs incurred due to the damages, including but not limited to transportation, labor, and project delay penalties.

Assurance of improved quality control measures to prevent similar incidents from occurring in the future.

We expect a prompt resolution to this matter to mitigate further disruptions to our operations and to uphold our professional relationship. Please acknowledge receipt of this letter at your earliest convenience and provide a timeline for the resolution of this issue.

Failure to address this matter satisfactorily within [specify a reasonable timeframe, e.g., 14 days] will compel us to explore other legal remedies available to us to recover the damages incurred.

Thank you for your attention to this matter. We look forward to your prompt response and resolution.

Sincerely,

[Your Name]

[Your Position]

[Your Company Name]

Memorandum

A memorandum is a one to all note normally used for communicating policies, procedures, or related official business within an organization. It is often written for broadcasting a message to an audience, rather than a one-on-one, interpersonal communication. It may also be used to update a team on activities for a given project, or to inform a group within a company of an event, action, or observance. A short message or record used for internal communication in a business.

Memorandum Format:

To:

From:

Date:

RE:

Body of the memorandum

Sample Memorandum

To: Mr. ABC, Sales Manager

From: Mr. XYZ, M.D.

Date: 14th December, 2017

RE: Behavioural Issues

A number of clients lately have been complaining about the behaviour of the sales team members. Our clients have complained regarding the use of inappropriate language and rude behaviour from the sales staff. These complaints could have an adverse effect on the company image and brand name.

I think it is essential that you need to coordinate with your team members and sort out this issue. If complaints like this continue in future the management will be forced to take serious steps against some of the sales staff. You are requested to get this matter sorted out with your sales team.

If necessary, I can arrange for the HR personnel to assist you in the process and send us a detailed report along with statements from your team members.

5.7.2 Report – Formal and Informal

A report is written to pass on specific information with a clear purpose to a particular audience. The information is clearly structured making use of sections and headings so that the information is easy to locate and follow. A

report can outline the purpose, audience and problem or issue, together with any specific requirements for format.

Types of Reports

1. **Information Reports** – Information reports present facts about a certain given activity in detail without any note or suggestions.
2. **Analytical Reports** – Analytical reports contain facts and analytical explanations offered by the reporter himself or may be asked for by the one who seeks the report.
3. **Research Reports** – Research reports are usually based on research work conducted by an individual or by a group of individuals on a given problem statement.
4. **Statutory and Non** – Statutory Reports – Statutory reports are made to be presented according to the legal requirements of a rule or a custom now has become a rule. Non-statutory reports are not legal requirements or rules wants.
5. **Routine Reports** – Routine reports are required to be prepared and submitted periodically on matters required by the organization.
6. **Special Reports** – Special report is specially required to be prepared to be submitted on matters of special nature.

Formal Report

Reports that are prepared in prescribed forms, according to some established procedures to proper authorities are said to be formal reports.

Form of the report - Formal report is highly structured and is prepared in a prescribed format.

Purpose- Formal report is written to help management in making long term and strategic decision making.

Objective - Formal report are used to assist decision making by providing an effective recommendation.

Length - It is long in size. Size of a formal report is large.

Distribution - Formal reports are circulated to top-level executives and outside parties.

Nature of problem- Formal report deals with complex and non-recurring problems. It is analytical and systematic in nature.

Frequency of writing- Formal report is written infrequently.

Writing responsibility- This type of report is usually written by internal or external experts.

Use of visual aids- This type of report makes extensive use of visual aids to present the facts.

Writing Style- This report follows an indirect and impersonal writing style.

Recommendation- Recommendation is an essential part of a formal report.

Informal Report

Informal reports are prepared with no proper prescribed forms or according to established procedures and neither for proper authorities are said to be in formal reports. It is the opposite of a formal report.

Form of the report - Informal report are less structured and it is less important to follow the prescribed format.

Purpose - The main purpose of an informal report is to present the facts to assist managers in making daily business decisions.

Objective - Conveying routine messages and to help routine functions is the basic objective of an informal report.

Length - It is short in size. An informal report is short in size.

Distribution - Short report is usually circulated within an organization.

Nature of problem - Informal report deals with less complex and recurring problems.

Frequency of writing - It is written frequently almost on a daily basis.

Writing responsibility - These reports are usually written by a subordinate.

Use of visual aids - This type of report seldom uses visual aids.

Writing Style - This report follows direct and personal writing style.

Recommendations - Recommendations are not required in informal reports.

Sample Report of an Event

On the eve of 24th September as South Africa celebrates its Heritage Day recognising and celebrating the diversity of culture, beliefs and traditions of the nation. India shares a deep cultural relation with South Africa that dates back several centuries. Indian diaspora holds a significant place in the cultural milieu of South African nation.

Acknowledging this deep bilateral cultural relationship between both nations and commemorating the South African Heritage Day, Swami Vivekananda Cultural Center at the Consulate General of India, along with Institute of Social and Cultural Studies India, African Heritage Collective and KZN Department of Arts and Culture organised a three day long web based heritage festival titled Virasat Parva/ Umcimbi Wamagugu from 24th to 26th September, 2021, highlighting the cultural diversity and cultural interconnectedness' between both India and South Africa.

The first day of this web-based heritage festival commenced with a meaningful disquisition on Heritage of love and compassion by distinguished speakers like Ms. Fezeka Shandu, Dr. Sujit Kumar Pruseth and Ms. Nithabiseng Mohanelai. In the following day the discourse of the online heritage festival focused on the issue of Heritage of

Dialogue and Cooperation where eminent speakers like Mr. Thokazani OkaMbalane, Dr. Ishani Naskar, Mr. Samu Pacho and Dr. Janardan Ghose shared their valuable thoughts over this issue. The concluding day of the web-based symposium saw distinguished speakers like Ms. Zee Imbongi, Dr. Phirmi Bodo, Mr. Khulekani Mkhize and Mr. Syon Niyogi deliberating on the topic of Heritage of Hard work and Experimentation. Beside the academic deliberation this web-based symposium also displayed delectable cultural performances of accomplished artists that exhibited the cultural heritage of both India and South Africa.

Business Report Writing

A formal business document is an official document that provides statistics, research, information, and other pertinent elements to assist decision-makers in developing strategies and objectives to benefit the organisation. A formal business report could be several pages lengthy and feature a lot of data and information, depending on the topic.

Elements of a business reports

- i) **Cover Page** - The first and the most crucial element of a business report is its cover page which tells the readers what the report is about and who wrote the report.

- ii) **Contents** – A business report must have an index page which tells the readers about the titles of topics covered in the report. It provides a quick glance and opinion of the nature and contents of the report.
- iii) **Executive Summary** - An executive summary provides a concise description of the report’s purpose as well as the report’s main findings, recommendations, and conclusions. The summary is usually a half-page or less in length and does not include any supporting documentation.
- iv) **Sections** - To make your report easier to grasp and flow from one issue to the next, divide it into chunks of related content in the form of sections.
- v) **Supporting Information** - If the report contains a lot of research, data, financial records, charts, reviews, graphs, and drawings, put them in an appendix. If they are only supporting documents that readers might desire after they have read the report to verify your claims. Include them on the pages where you are making your remarks if they are important to demonstrate a point.

Sample Format

1. Cover Page

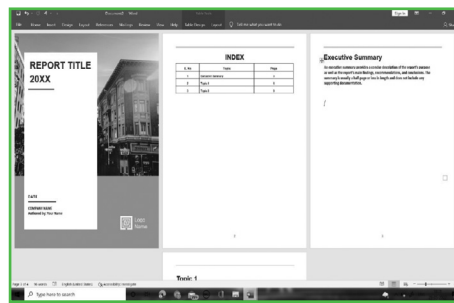


Fig. 5.17 : Cover Page

2. Contents

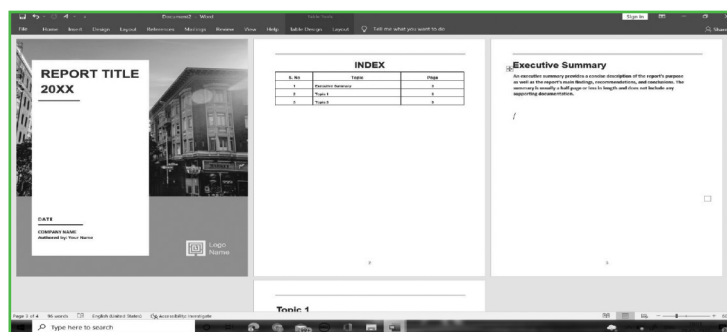


Fig. 5.18 : Contents

3. Executive Summary

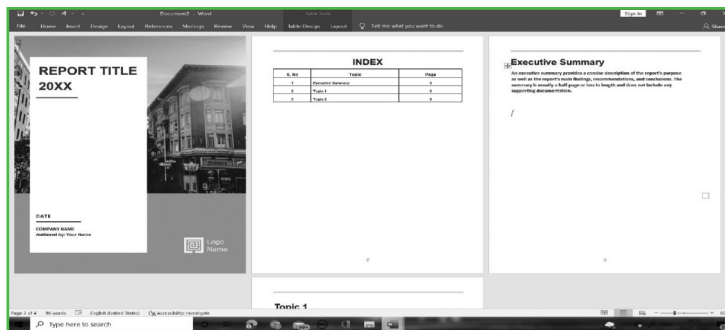


Fig. 5.19 : Executive Summary

4. Topics / Sections

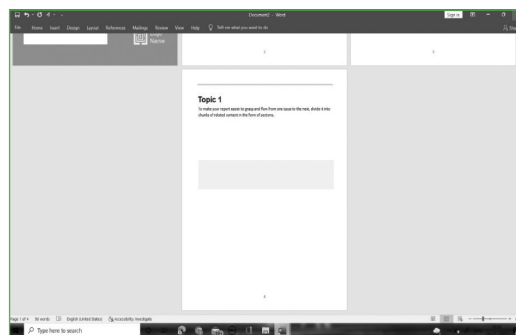


Fig. 5.20 : Topics / Sections

5. Supporting Information

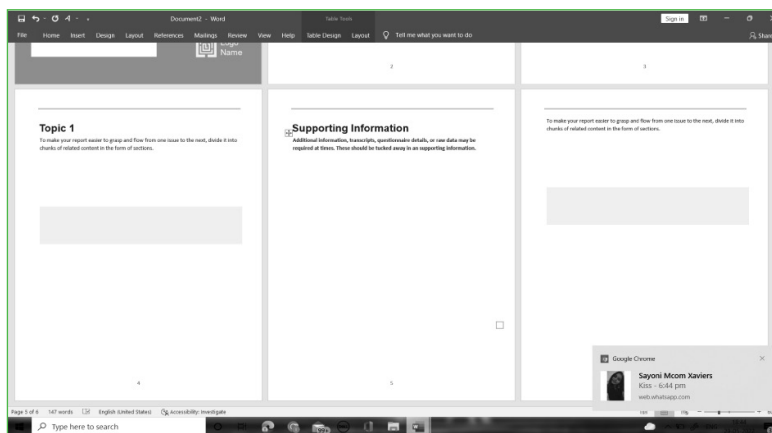


Fig. 5.21 : Supporting Information

5.7.3 Business Proposal

A business proposal is a written document sent to prospective clients to obtain a specific job. A business proposal is a written proposal presented from a business that intends to elicit business from a prospective buyer. It is unique because it contains a lot of figures and statistics represented by pie charts and graphs.

Characteristics of a Business Proposal

1. **Solutions** - After writing a lead paragraph on the company's problems, follow up with a solid presentation of how your business can provide solutions.
2. **Benefits** - Business proposals, clearly outline for the company the benefits to be gained from doing business with a firm.
3. **Credibility** - This is often the overlooked portion of a business proposal but all proposals glow with credibility.
4. **Samples** - Business proposals with samples and evidence of one's ability to deliver is vital to gain the winning bid.
5. **Targeted** - Business proposal is all about communication. Speak in a language spoken by the intended audience.

Sample Business Proposal:

To: ABC, Human Resources

From: Mr. PQR, Accounts Department

Subject: Proposal to create a Fund Raiser Program

Date: 19th April, 2005

There are a lot of old equipment and used office items lying in the store which are still in usable condition. We can have an auction which will not only help get rid of the goods but also create space in the store. We can use the collected funds to renovate the defective office equipment and machines. And the surplus thereafter can be used in the annual CSR program conducted by the company.

Benefits of the program include

- ⦿ Generating funds
- ⦿ Preventing the equipment in the store from damage
- ⦿ Gathering funds for CSR activities
- ⦿ Cleaning up office space
- ⦿ Getting new machines and equipment for the office

Obstacles of holding the program

While trying to conduct the program there could be certain hindrances such as:

- ⦿ Certain Employees might disagree to the plan
- ⦿ Funds accumulated might not be as high as expected

5.7.4 Enhancement of Writing Skills

Apart from oral communication, written communication is an essential part of the daily communication in this world in forms like text messages, mails, business letters, press releases and social media posts.

Writing is not just a job-related skill. It is more than that. It is an art of expressing one's ideas, opinions, learnings, experiences, views and values. In short, it is basically a life skill.

Writing is personal in nature and it represents one's true characteristics. As a result, it helps a person to connect with others.

However, many people underestimate the scope and value of having writing skills. People usually tend to think that only a certain group of people like journalists, editors and writers have good writing skills. But with the rise in importance of communication, having good writing skills has become a necessity for every person with different social and industrial background. It can be learned by anyone at any time.

Significance of writing skills:

Before focusing on improvement of writing skills, it is critical to clearly understand the benefits of having good writing skills.

- **Improving communication skills** - Strong writing skills help a person to communicate and connect with others. It makes the message transmitted clear, concise and concrete. Readers can easily understand the essence of idea being presented.
- **Fostering creativity, imagination and knowledge** - Writing enables a person to pour down his idea, thought, imagination in a paper. The frequently a person writes, the more his brain is enhanced to generate new ideas. Reflecting on these ideas helps in exploring productive ways of solving an issue, leading to fostering creativity. Moreover, writing involves reading and researching. As a result, knowledge base of a person is widened.
- **Enhancing problem solving skills** - Writing involves several complex cognitive activities, such as listening, reading, and then processing the concept in your mind, and finally put it down in a paper. It leads to a clarity of thought and thereby improving problem solving skills.
- **Targeting a large audience** - Writing enables a person to make its idea reach to a large number of people. If judiciously planned, designed and written the information, the intended readers get the idea directed to them in complete manner.
- **Demanding skill in today's world** - Having good writing skills is one of the top attributes an employer looks for in a job in today's evolving period. So, this might act as an income generator for a person.

Enhancement of writing skills:

Following points should be kept in mind to improve writing skills:

- **Organising the thought**
It is foremost a person to organise the concepts on which he/she is planning to write to have a clear purpose.
- **Outlining before writing**
Outlining the idea and making key points helps the writing process smoother and leads to early and better finishing of the project.
- **Wide reading**
Reading a variety of material helps in increasing knowledge base and growing a lot of vocabulary. Also, a person gets introduced to different styles of writing.

- **Use simple words and phrases**

Writing too many jargons and complex words do not make a writing smart and impressive. It is advisable to use simple and effective words to convey the message to the intended readers.

- **Practice**

Frequent writing will make writing easier, more efficient and more effective. A person can develop his/her own personal writing style through regular practice.

- **Awareness about audience**

It is necessary for a person to understand the kind of readers who will be reading. Careful choice of appropriate words and selection of the right length of communication will help to streamline the writing.

- **Read before sending**

A person should always read what he/she has written before sending it to others. While doing so, shortcomings of the writing become evident and can be corrected timely.

- **Feedback on writing**

Getting responses is extremely helpful in providing valuable lessons and improving writing skills in future.

Intercultural and International Business Communication

5.8

Since the onset of globalization and the industrial revolution businesses have sought to expand their activities across various cities and countries around the globe. However, before commencing operations in a new region it is essential for the business to understand the culture, language and lifestyle of the people living that region in order for it to be a successful venture.

These days it has become important to understand the diverse cultures. Cultures vary from place to place and it is essential for businesses to be sensitive to the diverse cultures as they expand. When a business expands to a new city or country it depends upon that place for its suppliers, employees, customers and other forms of stakeholders. During international or intercultural communications an organization must keep the following points in mind:

1. Display respect, patience and empathy towards the others culture.
2. Sometimes in order to adapt to a particular culture a business firm might have to tweak its rules and regulations, habits and business methodology. Hence it is essential to remain open minded during an intercultural or international communication.
3. Search for similarities instead of differences in culture. This will help both the parties connect and communicate more smoothly and effectively.
4. Use gestural communication as much as possible. When people belonging to different cultures or languages communicate, they tend to follow each other's gestures and reactions.
5. Be attentive and avoid any form of distractions.

Stages of Intercultural Sensitivity

Cultural sensitivity is defined as recognizing the different types of cultures, the similarities and differences between them, without being judgemental or prejudicial and thereby accepting the culture. Sir Milton Bennett had described six stages intercultural sensitivities. It is discuss as follows:

Stage 1 : Denial – The denial stage is the first stage in intercultural sensitivity. At this stage, the members are completely unaware about the cultural differences that exist among their respective cultures, It, is essential that the members recognize and understand the differences among the cultures to avoid any form of intercultural disputes.

Stage 2 : Defence – In the second stage, once the members have spotted the differences in their cultures and they look upon these differences as negatives. They uphold the values of their own culture as “rightness” and criticize the beliefs and practices of other culture. At this stage each member of one culture must be taught to be tolerant towards the other culture(s).

Stage 3 : Minimization – In this stage, the members recognize and even appreciate the differences in the cultures. The members focus their attention on studying more about their own culture and avoid projecting their cultural values upon others.

Stage 4 : Acceptance – This stage, is a reasonable goal that every organization must seek to achieve while expanding across cultures and countries. At this stage the members learn to accept each other’s culture however they still remain devoted to their own respective cultures.

Stage 5 : Adaptation – In the fifth stage, of the intercultural sensitivity the members function in a bi-cultural capacity is that they learn more about the other culture(s) and mentally shift, adapt, adjust and operate within the other culture after understanding both the cultures.

Stage 6 : Integration – In the final stage, the members have complete in depth knowledge and adapt to the different cultures and the ability shift easily among cultures. At this stage the members integrate both the cultures and cultural flexibility emerges as a result of the integration.

Ethnocentrism

When a person(s) believes that his or her culture is superior compared to the culture of other people, this belief is called ethnocentrism. It is a type of psychological barrier that obstructs communication among people belonging to different cultures. The three ways to avoid ethnocentrism are as follows:

- a) Avoid assuming details. One must not assume that the other will possess the same ideas, notions as himself.
- b) Avoid premature evaluations. Avoid judging and evaluating people without completely understanding or gaining proper knowledge about the other person’s culture.
- c) Recognize the differences in culture. One must keep an open mind in order to understand and accept the differences among the cultures.

Barriers to Business Communication

5.9

There is an old saying that “Good fences make good neighbors” that express the need to have clear boundaries or barriers to prevent misunderstandings and divisions among the people. While communication is an effective tool in expressing oneself, an improper communication can lead to the creation of barriers and obstructions, that might disrupt smooth functioning. There are multiple kinds of barriers that effect a smooth flow of communication. These barriers are often caused by misinterpretations of various kinds and lead to misunderstandings between the parties.

The barriers in communication simply refer to the obstructions that affect the smooth transmission of messages and can be of various forms for example noise, improper medium, languages community, region and many others.

One of the best ways to understand the barriers that exist in communication is through the popular childhood game of Chinese Whisper. The players stand in a straight line or in a circle and the first person comes up with a sentence. He then whispers this sentence into the second player’s ears, and the second player whispers it on to the third, and so on until the last player in the line or circle has received the message. He then says the sentence out aloud and the first person checks to see if he calls out the exact same message that he had circulated at the start. In majority cases the final player either partially or totally deviates from the original message.

Types of Communication Barriers:

- **Physical Barriers**– Physical barriers are created mainly due to disturbances in the surroundings or environment of either party or both parties involved in the communication process. A physical barrier can be natural or artificial and can easily be spotted.

Physical barriers can be of many types. Firstly, disturbances in the background in the form of noise. Secondly, inappropriate communication medium. Thirdly, when either party (listener or speaker) is disturbed or inattentive or suffers some physiological defect like shortness of hearing or stammering. Lastly, disturbances in the environment or surroundings.

Causes of Physical Barriers

- Distance:** Geographical distance is a big cause of physical barriers. It prevents personal communication. Communication is done through video conferencing, phone calls, mails and memos. Obstacles can be in forms of poor reception and slow network which later cause delay in communication process.
- Environment:** Environmental conditions can badly affect the flow of communication. For example, if a person is standing in adverse weather conditions, the conversation would be hampered because that person would not be able to pay full attention to what the other person is saying and the flow of information will not be smooth.
- Technical Disturbances:** Technology is very helpful in an organization. But technical disturbances can happen unexpectedly. For example – a broken fax machine, crashed system and a faulty printer, etc. All these can cause delay in the flow of information and data can be deleted if not saved before.

(d) **Time:** Organizations or people located in areas with different time zones face this issue. The sender should ensure that the message is concise, relevant and short so that crucial information can be communicated to the receiver to prevent further delays.

- ⊙ **Semantic Barriers** – Semantic barriers or language barriers arise when both the parties speak two different languages and most of the essence of the message is lost in the translation process. Even when both the parties speak the same language the essence could be lost when either of them uses jargons, dual meaning words.

Here are some of the common language features and phrases that can cause communication problems arising out of semantic barriers:

- ▲ **Misunderstood words:** Some words have different meanings or usage in different context. They sound exactly the same. As a result, confusion in the mind of listener is created. Example- Right and Write, Fair and Fare, Sale and sell.
- ▲ **Missed humor:** many times, people don't get the jokes or humor. They find it offensive and inappropriate. Humor is only applicable and effective when there is a cordial, comfortable and harmonious relationship among the members of the organization.
- ▲ **Usage of idioms:** Idioms are the phrases which have a figurative meaning which is totally different from literal meaning. They are usually used in daily normal interactions. In a business communication, it can be ambiguous and illogical. Example - The marketing manager felt like he was 'sitting on pins and needles'. 'Sitting on pins and needles' means to be anxious or nervous. For a person who is not familiar with the idiom, finds it difficult to understand the meaning of the sentence.

Some of the ways to overcome semantic barriers are:

- ▲ A speaker should express himself/ herself to the listener clearly.
- ▲ Appropriate body languages like facial expressions and gestures while communicating should be used.
- ▲ Any party should never assume anything while communicating. If in any doubt, the person should immediately clarify.
- ▲ A speaker should always listen actively to the listener so that any confusion is not built.
- ⊙ **Psychological Barriers** – Communication is a form of expressing one's thoughts using a verbal or non-verbal medium. The origin of communication is in one's mind and hence involves the concept of psychology. However, the mind too can create barriers in communication that prevents a person from properly expressing himself or understanding the other person. Psychological barriers are of various types some of the most popular types include:
 - ▲ **Emotions** – Emotions play a major role in making rational decisions. Sometimes, communication also involves making decisions and these are affected by the persons mood and emotions.
 - ▲ **Halo Effect** – When a particular trait of a person outweighs the other traits it is said to be a halo effect. For example, judging people by their appearances or intelligence.
 - ▲ **Information Overload** – Burdening the listener with too much of information at a time gives rise to fatigue and the listener is unable to retain all the points during the conversation which might have severe impacts on the effectiveness of the communication.
- ⊙ **Organizational Barriers** – Sometimes communication barriers could be created within an organization due to inter and intra departmental conflicts or complexities within the organizational structure, organization policies and politics can all be different kinds of obstructions that prevent proper communication among the individuals in the organization.

- ⦿ **Others** – Other forms of psychological barriers include closed mindedness of either parties. Impatience of either parties is also another form of psychological barrier. Suppose a speaker is in a hurry and talks at a fast pace while the listener misses out on essential details.

Major organizational barriers are listed below:

- ⦿ **Rules and policies:** Usually an organization has some rule regulations and policies regarding type of message, channel of communication and people to be contacted. If rules are stringent and rigid, employees will be hesitant to communicate freely. Further, the transmission of information can get delayed.
- ⦿ **Hierarchical positions:** An organization is divided into three levels of management- lower, middle and top. Sometimes, a superior may possess an arrogant and power conscious attitude which makes lower-level employee feel inferior and unworthy. They become reluctant to send information in the fear of sending faulty message or getting rejected/ humiliated.
- ⦿ **Organization structure:** Free interdepartmental communications become difficult especially in the organization which is divided into different departments on the basis of roles, responsibilities and authority.

Overcoming the Communication Barriers

It is essential to overcome the various barriers in communication to ensure that there is no misunderstanding or conflict arising among the parties due to a communication gap. Some of the ways to overcome these barriers include:

1. **Choose a proper medium of communication** – The communicator must ensure that a proper medium or channel is selected for the communication. While choosing the correct medium the communicator must consider the length, importance, time and environment.
2. **Proper focused communication** – The sender must make sure to keep his / her point precise and to the point and avoid unnecessarily beating around the bush. Meaningless small talk must be avoided while passing on an important message.
3. **Avoiding the use of jargons and dual meaning words and using translators** – In order to avoid semantic barriers, the communicator must avoid using jargons or dual meaning words which the listener or perceiver might be unfamiliar with. Also, in case both the parties do not speak each other's language a translator should be arranged for.
4. **Open Mindedness and attentiveness** – Both the parties must try to keep an open mind and be attentive during communication to prevent any sort of psychological barriers such as halo effect or allowing emotions to affect the communication process.
5. **Feedback and Follow-ups** – In businesses it is essential to ensure that the listener has understood the message in the exact same way as the communicator wanted him to understand it hence it is always essential to ask for feedbacks and opinions in this matter. Also, organizations have to talk to multiple stakeholders and there could be instances of forgetting or missing out on details hence taking regular and timely follow-ups are essential.
6. **Fostering Strong Relationships** – In order to avoid or reduce organizational conflicts arising due to communication gaps an organization must try and foster a strong relationship between the business and its various stakeholders and employees.
7. **Organizational Policies** – While formulating policies an organization must be considerate and flexible. The goals of the organization must be clear and every employee irrespective of his / her position in the organizational hierarchy should have proper opportunities in the organizational communication process. The policies should be framed in a way that eliminates organizational communication barriers to the least.
8. **Division of labor** – There must be a proper division of labor intra and inter departmentally to reduce information overload and prevent delays in organizational communication.

It is essential for entrepreneurs, businessmen, managers, executives and other front-line employees to understand the legal aspects of business communication. Business communication in certain cases could be regulated by the law or could even lead to serious civil litigations.

In this case a legal aspect refers to selection of words used during a business communication to ensure that it is in conformity with the laws and regulations that govern a country's business or corporate law and failure to abide by it could lead to serious legal actions against the individual(s) or the organization as a whole.

There are various cases where business communication is essential, and its non-compliance could have serious legal impacts such as:

1. **Product Disclaimer** – Product disclaimers are a form of written or oral communications wherein the seller warns the buyers in case of any harmful side effect or dangers in using or consuming a certain product. If the seller fails to inform the buyer or hides details from the buyer, the buyer possesses the right to sue the seller for damages. Eg: Warnings on cigarette packets.
2. **Legal Disclosures** – Disclosures are similar to disclaimers but are less specific in nature. For eg: When an organization wants to protect its property or intellectual rights and prevent employees from disclosing such facts to outsiders a non-disclosure agreement is signed which is legally enforceable in a court of law in case of a breach of the terms and conditions.
3. **Financial Reporting** – This is the most essential form of written communication which presents the actual financial status of the company. Every organization must mandatorily maintain books of accounts which it presents to its stakeholders and any window dressing or fraudulent accounting can be legally enforceable in a court of law.
4. **Contracts and Internal Communications** – Businesses enter into new contracts and hold meetings every second day with its stakeholders and it is essential for businesses to maintain a record of the minutes of the meetings, reports and contracts entered into not only for recording purposes but also to meet legal compliances.
5. **Marketing Communications** – The techniques of sales, promotion and marketing involves a lot of communications of various types - written, oral, gestural, direct and indirect. However, the salesman or person marketing the product on behalf of the business must be clever in his word usage, presentation. He must be tactful in describing the commodity such that he does not violate the laws of business communication in the process.

How do we prevent the threats of legal aspects of Business Communication?

Law suits against an organization can sometimes be a huge threat to the reputation, brand name, profitability and trustworthiness. In order to avoid these, an organization must follow the following points:

1. It must maintain proper records, documentation, letters, contracts, books of accounts and vouchers audited or unaudited as the case may be.

2. Avoid copying copyrighted documents and documents prohibited from photocopying or copying in any form without proper consent of the involved parties.
3. Use a proper tone and avoid inappropriate language or behaviour while dealing with employees and other stakeholders.
4. Avoid window dressing of balance sheet and other financial documents.
5. Ensure that all license and legal documents are always updated and all changes are made note of.
6. Keep confidential documents at a safe place where it can only be accessed by authorized personnel to avoid fraudulent behaviour and misplacing documents.
7. Seal confidential documents and mark them as confidential so that others are aware.
8. Sales promoters and company representatives must be well trained and groomed about business communication, its types, significance and legal aspects.

Activity:

Union Allied Ltd. is a construction company. Over the years there were several changes in the office location, company management and contracts with different vendors. But over the years some of the documents and vouchers were misplaced by the company.

In 2017, the company was sued by one of its vendors. When the lawyer of the company asked to furnish a copy of the original contract the management had found the document to be missing. When the court had examined all the company documents it was noticed that there were several unaccounted transactions, incomplete reports and missing files. The company was charged huge penalty and some of the management members were arrested for fraud and misconduct. The court ordered a committee to be formed to closely monitor the company, its dealings and other relevant details.

1. What do you think should have been the approach of Union Allied Ltd. to avoid such a mishap?
2. What changes should be brought about in the way the company is functioning?

Use of Graphics and References for Business Communication

5.11

Graphic Elements

Suppose you are the director of an MNC having branches in different cities and have to go through sales data, financial data, HR records and other documents on a regular basis. Now, if the data is given in text and paragraphs, it would take forever to go through all this data. On the contrary, if these were presented in the form of charts, graphs and presentations it would be much easier and faster to review all these documents.

Using graphic elements provides a bird's view over documents and reports thereby allowing us to scan through and get an overall summary of the entire data. There are various types of graphical elements that are used in business communication. Some of them include:

1. **Flowcharts** – A flowchart is a step-by-step breakdown of a long cumbersome process which also shows us what could happen if we are made to choose between different alternatives. It speeds up the explanation process, easy to understand and interpret however sometimes lengthy flowcharts tend to become complicating.

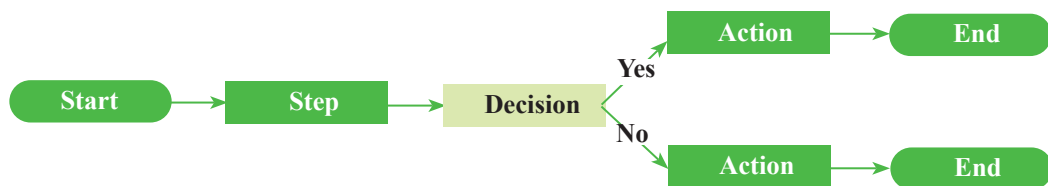


Fig. 5.22 : Flow Chart

2. **Presentations** – Over the years with the evolution of Microsoft Power Point the concept of using presentations have gained importance. It is used by almost all the departments across all the organizations in the globe. Moreover, delivering presentations is actually considered a skill.

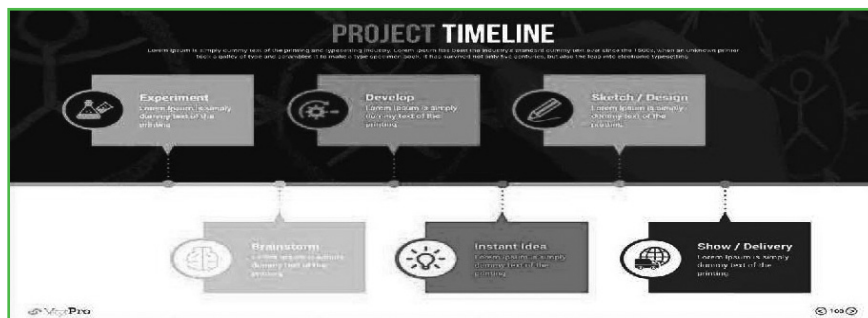


Fig. 5.23 : A sample presentation template

- Colour Coding** – Colour coding is commonly generally used to highlight certain important documents or matters of significance in a document. This is done by assigning colours. For example: Highlighted in red could mean matters requiring urgent attention and needs to be checked. Blue could mean matters of considerably lower significance and green means a desirable situation.
- Tables and Graphs** – Graphs and tables are used to summarize huge volumes of sales, financial and HR reports. Tables make it easy to understand the break up and summarize the contents of a long cumbersome reports, tables in MS excel or spreadsheets also make it easy to run calculations and create reports. Graphs are imagery representations of a table or a huge bulk of data. Using graphs makes it easier to understand and interpret data which could otherwise be hectic and time consuming.

Tabular representation of departmental expenses of Plant 1 & Plant 2:

Department	Expenses (Lakhs)	
	Plant 1	Plant 2
Finance	55	48
Production	42	38
Marketing	32	59

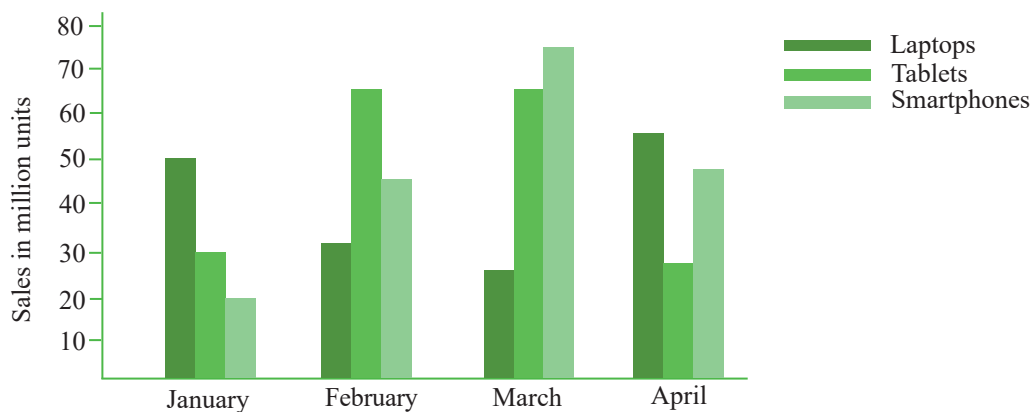


Fig. 5.24 : The Online Sales of Smartphones, Laptops and Tablets in the First Quarter of 2019

- Motion Graphics** – These days organizations also rely upon short videos which are usually in an animated or documentary form to explain, train and summarize the content of what is to be communicated. These are commonly used in training processes, product launch, introducing a new plan of action or process or a new machinery and in meetings to get the attention of everyone in the room.

Advantages of using graphic elements

- Using spreadsheet tools to design tables not only summarize the data but also allows the user to perform mathematical calculations and draw reports.
- Charts and tables are easy to explain, understand and interpret.
- Graphic elements help save time.
- Using animated videos and graphics help to draw the attention of listeners.
- It makes reports and data more presentable and colourful.

Disadvantages of using graphic elements

- Not everyone can easily understand and interpret a flowchart.
- People who are not tech-savvy may find it difficult and overwhelming.
- Designing videos is a very time-consuming process.
- Theoretical data cannot be easily graphically represented.
- Video designing and editing tools are expensive.
- Specialized knowledge is required to create motion graphics and videos and it cannot be done by everyone.

Referencing

As businesses diversify and expand operations it becomes essential for businesses to provide continuous reports to their stakeholders. These reports could be in the form of journals, press release statements, bi-monthly or quarterly magazines. Hence, it is essential to ensure that the reports presented to the stakeholders of the organization are true and are not plagiarised or window dressed. As a result, the concept of referencing becomes essential. Referencing will help provide a trail to the original source document and act as supporting evidence to the report.

Features of Referencing

- Referencing helps to avoid plagiarism by making it clear which ideas are original and which belong to someone else.
- Proper referencing shows your understanding of the topic
- Referencing provides supporting evidence for ideas, arguments and opinions
- Allows third parties to identify the sources that were have used while drafting the document.

Advantages of Referencing

The advantages of referencing include the following:

- Using good references improves the quality of work. Often editors and publishers determine the quality of write-ups and research papers depending upon the references used and the quality of the bibliography.
- Writers often can get new ideas and learn about the short-comings that they might encounter while proceeding with their topics or ideas and hence it is a time saving process.
- It is the basis of research using secondary data.
- It acts as a protection of the authors right of copywriting and protection against plagiarism.

Disadvantages of Referencing

- References sometimes leads to misleading or inadequate information
- Sometimes the referencing styles and techniques might be complicated to understand and interpret.
- Too much referencing can lead to lack of originality.
- It brings about rigidity in research and is time consuming process.

Exercise

Multiple Choice Questions (MCQs)

1. Communication that originates at a lower level and flows to a higher level is called -
 - a) Upward Communication
 - b) Diagonal Communication
 - c) Downward Communication
 - d) None of the above
2. Communication among employees at the same level in the organizational structure is called -
 - a) Grapevine Communication
 - b) Diagonal Communication
 - c) Lateral Communication
 - d) None of the above
3. Which of the following should be avoided in the Group discussion?
 - a) Positive body language
 - b) Leadership initiative
 - c) False statements
 - d) Confidence
4. Which business communication usage provides a bird's eye view on a matter?
 - a) Speech
 - b) Group Discussion
 - c) Debate
 - d) Presentation
5. In which business communication, a speaker has to clearly speak for or against a topic?
 - a) Presentation
 - b) Debate
 - c) Speech
 - d) Group discussion
6. Includes face to face interaction with customers for closing the sale?
 - a) Sales promotion
 - b) Advertising
 - c) Direct marketing
 - d) Personal Selling

7. Use of coupons and samples come under which mode of marketing communication?
 - a) Sales promotion
 - b) Advertising
 - c) Personal selling
 - d) Direct marketing
8. What is the situation called when a bad image of the company is created?
 - a) Positive PR
 - b) Negative PR
 - c) Customer service
 - d) Promotion
9. Business communications help in establishing _____ when marketing
 - a) Professionalism
 - b) Rudeness
 - c) Negativity
 - d) Casualness
10. Participants involved in the process of communication must be _____.
 - a) Judgemental
 - b) Open-minded
 - c) Both a and b
 - d) None of the above
11. Which of the following is not one of the 8C's of communication?
 - a) Curiousness
 - b) Conciseness
 - c) Considerate
 - d) Concreteness
12. Need of proper grammar and syntax comes under which C of communication?
 - a) Completeness
 - b) Coherence
 - c) Courteous
 - d) Correctness

13. If a message is short and to the point, the message is said to be _____?
- a) Correct
 - b) Concise
 - c) Coherent
 - d) Complete
14. The way the information is described or translated into a message and put in verbal or non-verbal medium is called _____.
- a) Feedback
 - b) Decoding
 - c) Encoding
 - d) None of the above
15. Affirming comments with regard to future behaviour is called _____.
- a) Positive Feedback
 - b) Negative Feedforward
 - c) Positive Feedforward
 - d) Decoding
16. Corrective comments with regard to past behaviour -
- a) Encoding
 - b) Positive Feedback
 - c) Negative Feedforward
 - d) Negative Feedback
17. Interpretation and conversion of information communicated into the intelligible form so that the recipient can fully understand the true meaning of the information is called _____.
- a) Decoding
 - b) Encoding
 - c) Feedback
 - d) None of the above
18. What is the first step of communication process?
- a) Encoding
 - b) Transmitting
 - c) Decoding
 - d) Developing an idea

19. Method of delivering the message is known as _____?
- a) Receiver
 - b) Channel
 - c) Sender
 - d) Feedback
20. Feedback is needed in which way communication?
- a) One-way
 - b) Two-way
 - c) Both a and b
 - d) None of the above
21. Communication happens when a person randomly chooses some persons to pass on the information which is of little interest but not important.
- a) Gossip Chain
 - b) Cluster Chain
 - c) Probability Chain
 - d) None of the above
22. The communication starts when a person tells something to a group of people, and then they pass on the information to some more people and in this way the information is passed on to everyone.
- a) Gossip Chain
 - b) Probability Chain
 - c) Either (a) or (b)
 - d) None of the above
23. Which of the following is not an advantage of formal communication?
- a) Reliable
 - b) Fast
 - c) Secrecy
 - d) None of the above
24. At which stage the communicator focuses on correcting the grammar, spellings and punctuations?
- a) Proof Reading
 - b) Revising and editing
 - c) Either (a) or (b)
 - d) None of the above

25. Study of body language of a person is called _____.
- a) Kinesics
 - b) Chronemics
 - c) Paralanguage
 - d) None of the above
26. A cloud computing is availability of computer resources?
- a) Off demand
 - b) From demand
 - c) On demand
 - d) None of the above
27. The cost incurred in interacting with customers via video call has been _____?
- a) Constant
 - b) Reduced
 - c) Increased
 - d) None of the above
28. Providing Frequently Asked Questions (FAQs) to customers result in which of the following benefits of internet communication?
- a) Support care
 - b) Professional presentation
 - c) Personal touch
 - d) None of the above
29. Professional behaviour includes behave in a _____ manner in the workplace?
- a) Neutral
 - b) Positive
 - c) Negative
 - d) None of the above
30. Business attire refers to _____ in a professional conduct?
- a) Manners
 - b) Qualities
 - c) Clothing
 - d) None of the above

31. It is _____ to interrupt people while they are speaking?
- a) Polite
 - b) Desirable
 - c) Rude
 - d) None of the above
32. At the end of the day, who needs to be satisfied?
- a) Company
 - b) Customers
 - c) Suppliers
 - d) None of the above
33. Writing is _____ in nature?
- a) Personal
 - b) Impersonal
 - c) Neutral
 - d) None of the above
34. Which of the following skills is the most important for professionals like editors?
- a) Oral skills
 - b) Writing Skills
 - c) Presenting skills
 - d) None of the above
35. In which type of letter, buyers want to know the price and quality of the goods they are willing to buy?
- a) Quotation
 - b) Enquiry
 - c) Complaint
 - d) Order
36. How many reports are there on the basis of legality?
- a) 2
 - b) 3
 - c) 1
 - d) None of the above
37. A stage wherein member have spotted the differences in their cultures and they look upon these differences as negatives is called _____.
- a) Minimization
 - b) Integration
 - c) Denial
 - d) None of the above

38. Mr. A and Mr. B belong to two distinct cultural backgrounds. Mr. B believes that his culture is superior compared to the culture of Mr. A. This phenomenon is known as _____.
- Defence
 - Ethnocentrism
 - Denial
 - None of the above
39. _____ stage at which members learn to accept each other's culture however they still remain devoted to their own respective cultures
- Adoption
 - Integration
 - Denial
 - Minimization
40. Recognizing the different types of cultures, the similarities and differences between them without being judgemental is called _____.
- Acceptance
 - Cultural Sensitivity
 - Adoption
 - Integration
41. Which of the following is not an example of a physical communication barrier?
- Telephonic Disturbances
 - Distance
 - Background noises
 - Language
42. Excessive usage of technical jargons and double meaning words are what type of barrier?
- Sematic Barriers
 - Psychological Barriers
 - Physical Barriers
 - None of the above
43. Information Overload is when _____.
- Listener gets inadequate information
 - Listener gets too much information
 - Listener gets adequate information
 - Listener is inattentive
44. What does interpersonal communication mean ?
- Communication with ourselves
 - Communication with other
 - Both (a) & (b)
 - None of the above

45. Which of the following feature is not of communication?
- a) Continuous
 - b) Goal oriented
 - c) No flow of message
 - d) Inter-disciplinary science
46. Which of the following is not an importance of communication?
- a) Human relation
 - b) Inter-disciplinary science
 - c) Personal asset
 - d) Public relation
47. Which is not a type of verbal communication?
- a) Oral
 - b) Written
 - c) Gestures
 - d) None of the above
48. Which is not a type of Non verbal communication?
- a) Gestures
 - b) Movements
 - c) Eye contacts
 - d) Written
49. Which of the feature belongs to choice of means and mode of communication?
- a) Nature of organization
 - b) Variable means
 - c) Distance involved
 - d) None of these
50. Which of the following is not a part of Seven 'C's of effective communication?
- a) Clarity of expression
 - b) Conciseness in presentation
 - c) Correctness of facts
 - d) None of the above
51. Which mode of communication is internal communication?
- a) Verbal communication
 - b) Non verbal communication
 - c) Both (a) & (b)
 - d) None of the above

52. which is not a communication flow?
- a) upward
 - b) horizontal
 - c) vertical
 - d) diagonal
53. which is a barrier to communication?
- a) True assumption
 - b) Trust and confidence
 - c) Planned way
 - d) Ambiguity
54. Facial expression;gestures;eye contact;nodding the head and physical appearance are the form of
- a) Verbal communication
 - b) Oral communication
 - c) Non verbal communication
 - d) Visual communication
55. Which communication is essential for insuring mutual co-operation and understanding between departments?
- a) Sound communication
 - b) Organizational communication
 - c) Persuasive communication
 - d) oral communication
56. flow of messages through several networks
- a) Sound communication
 - b) Organizational communication
 - c) Persuasive communication
 - d) Written communication
57. Which form of communication has a strong cultural context?
- a) Verbal communication
 - b) Non verbal communication
 - c) Both (a) & (b)
 - d) Oral communication
58. An advantage of oral communication is
- a) Partial listening
 - b) Effective tool of persuasion in Management
 - c) One sided activity
 - d) No record of legal liability

59. Press release, Radio, presentation, video conferencing. Which of these is odd ?
- a) Presentation
 - b) Video conferencing
 - c) Both (a) & (b)
 - d) Press release
60. Coherent Presentation is an important factor of communication here 'coherent' stands for
- a) Clear
 - b) Easy & soft
 - c) Soft
 - d) None
61. Which factor is not in consideration while choosing means & mode of communication?
- a) Cost factor
 - b) Nature & weather of locality
 - c) Resources
 - d) Distance involved
62. Memo, Fax, Circulars, Manuals, Emails. Which of these cannot be used for external communication
- a) Circulars
 - b) Manuals
 - c) Memo
 - d) All of the above
63. Which of the following is not an advantage of written communication?
- a) More time consuming
 - b) Accurate and precise
 - c) Can be easily revised
 - d) Sufficient time for planning
64. Oral communication includes
- a) Tape recorder
 - b) Flip charts
 - c) Intercom
 - d) Both (a) and (c)
65. Which of the following is a disadvantage of oral communication?
- a) Saves time
 - b) Economical
 - c) No record for future preference
 - d) None of these

66. Visual communication includes
- a) Maps
 - b) Slider
 - c) Graphs
 - d) All of the above
67. Which of the following is not a type of audio visual communication?
- a) Cinema
 - b) Video conferencing
 - c) Neon hoardings
 - d) All of the above
68. Office orders have a format similar to that of
- a) Press release
 - b) Representation
 - c) Advertisement
 - d) Memorandum
69. Which of the following is not a form of intra – organizational communication?
- a) Representation
 - b) Memorandum
 - c) Press release
 - d) Office notes
70. Difference between sales letter and a circular is
- a) Subtitle
 - b) Salutation
 - c) Introduction
 - d) Conclusion
71. Which of the following feature specifically does not relate to advertisement?
- a) Inviting tender
 - b) Hike in prices
 - c) Placing an order
 - d) Recruitment of personnel
72. Which of the following is not the heading of a classified?
- a) Business offer
 - b) Situation vacant
 - c) Situation wanted
 - d) Situation sale

73. Which type of letter is not goodwill letter?
- a) Thank you letter
 - b) Condolence letter
 - c) Letter of complaint
 - d) Letter of sympathy
74. Which of these terms and conditions are not present in the letter of appointment?
- a) Place of operation
 - b) Remuneration
 - c) Probation
 - d) None of these
75. _____ is the biggest example of paid communication
- a) Advertisement
 - b) Publicity
 - c) Letters
 - d) All of these
76. Which of these is an essential feature required for advertisement?
- a) Exposure
 - b) Perseverance
 - c) Retention
 - d) All of these
77. _____ is a record of one's personal and professional detail
- a) Curriculum vitae
 - b) Bio-data
 - c) Data sheet
 - d) All of the above
78. Select which from the following is not a type of advertisement
- a) Hike in price
 - b) Inviting tenders
 - c) Stunts performed by actors
 - d) Recruitment of personnel
79. Sanction letter is required in which type of loan ?
- a) Term loan
 - b) Overdraft
 - c) Cash credit
 - d) All of the above

80. Proforma invoice is used for which purpose
- a) Helps the company for calculation of duties and taxes payable
 - b) Used as quotation
 - c) Both (a) & (b)
 - d) None of the above
81. Banking require letter writing for following service
- a) Overdraft limit
 - b) Dividend
 - c) Postal authorities
 - d) Policy renewal
82. Memos may relate to
- a) Show cause notice
 - b) Charge sheet
 - c) Both (a) & (b)
 - d) None of the above
83. Office order do not include
- a) Order No
 - b) Subject
 - c) Date
 - d) Under signed
84. _____ does not have salutation and complimentary close
- a) Memo
 - b) Office order
 - c) Office note
 - d) None of the above
84. _____ is not a type of intra organizational communication
- a) Advertisement
 - b) Office order
 - c) Office note
 - d) Office circular
86. _____ letters are necessary to be written on a letter head
- a) Office notes
 - b) Representation to management
 - c) Correspondence with regional office
 - d) Office orders

87. Which of these is not a mode of address for any letter?
- a) To a tradesman
 - b) To a child
 - c) To a firm
 - d) To professional men
88. Which of these should not be present in a business letter?
- a) The name of firm or business man
 - b) The date
 - c) Business jargon
 - d) Courteous leave taking

State True or False

- 1. The word 'communicare' means share.
- 2. Communication that arises out of social relationships is called Vertical Communication.
- 3. Television and radio advertising are examples of Broadcast advertising.
- 4. Advertising is derived from latin word "Venalicium".
- 5. Employee disengagement is a result of Poor communication.
- 6. On way communication process is a Circular model.
- 7. The use of touch in communication is called Haptics.
- 8. Chain of command means Levels of authority.
- 9. Social media post is a written type of communication.
- 10. Statutory reports are required to be prepared and submitted periodically on matters required by the organization.
- 11. Gestures is a type of verbal communication.
- 12. Correctness of facts is a part of seven 'C's of effective communication.
- 13. Facial expression;gestures;eye contact;nodding the head and physical appearance are the form of Verbal communication.
- 14. 'Intra personal' communication includes two or persons.
- 15. A job application is similar to Letter of order.
- 16. 'With regards' must not be mentioned in a business letter.
- 17. Name of the firm should be mentioned below the address of the writer.
- 18. 'Yours sincerely' is not used to conclude a business letter.

Fill in the blanks:

1. Reaching before or on time at meeting reflects _____.
2. Audience which are easy to deal are known as _____.
3. When a particular trait of a person outweighs the other traits, it is said to be _____.
4. _____ are a form of written or oral communications wherein the seller warns the buyers.
5. _____ and _____ are similar to one another.
6. A _____ is a step-by-step breakdown of a long cumbersome process.
7. The process of using colours to highlight certain important documents or matters of significance in a document is called _____.
8. _____ are imagery representations of a huge bulk of data.
9. _____ helps to provide a trail to the original source document and act as supporting evidence to a given document.
10. An animated video used to summarize the content of what is to be communicated is called _____.
11. _____ is necessary for the completion of communication process.
12. Communication is essentially a _____ process.
13. _____ form of communication has a strong cultural context.
14. Proper link between the sentence and the paragraphs is called _____.
15. There are _____ 'C's of effective communication.
16. _____ function is discharged in reverse.
17. Communication is exchange of _____ and _____.
18. A sales letter drafted for a large number of people is known as _____.
19. Delivery challan mentions the _____ and type of goods.
20. A commercial transaction is a _____ process.
21. The first collection letter should be written in _____ manner.
22. _____ is plural form of memorandum
23. _____ is a note or record for future use.
24. Office orders have a format similar to that of _____.
25. Memo, report, office, circulars, staff news letters, fax etc are the form of _____.
26. _____ must be avoided in business letters.

Answers

Multiple Choice Questions (MCQ):

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
a	c	c	d	b	d	a	b	a	b	a	d	b	c	c	c	a	d	b	b
21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40
c	a	b	b	a	c	c	a	b	c	c	b	a	b	b	a	d	b	a	b
41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60
d	a	b	b	c	b	c	d	c	d	c	c	d	c	b	b	b	b	d	a
61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80
b	c	a	d	c	d	c	d	c	b	c	d	c	d	a	d	d	c	d	c
81	82	83	84	85	86	87	88												
a	c	b	a	a	c	b	c												

State True or False

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
T	F	T	F	T	F	T	T	T	T	F	T	F	F	F	T	T	T

Fill in the blanks:

1	Courtesy	2	Friendly audience
3	Halo Effect	4	Product Disclaimer
5	Legal Disclosure and Product Disclaimer	6	Flowchart
7	Colour Coding	8	Graphs
9	Reference	10	Motion Graphics
11	Feedback	12	two way
13	Non verbal	14	Coherence
15	seven	16	Feedback
17	Facts and Ideas	18	Sales circular
19	quantity	20	complex
21	polite	22	memoranda
23	Memorandum	24	Memorandum
25	written communication	26	Abbreviations