

ASSIGNMENT

Course Code	HSC102B
Course Name	Business Communication and Presentation Skills
Programme	B. Tech
Department	CSE
Faculty	FET

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Semester/Year	FIRST
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Declaration Sheet			
Student Name	ALOK KUMAR SINGH		
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Course Code	HSC102B		
Course Title	Business Communication and Presentation Skills		
Course Date		to	
Course Leader			
<p>Declaration</p> <p>The assignment submitted herewith is a result of my own investigations and that I have conformed to the guidelines against plagiarism as laid out in the Student Handbook. All sections of the text and results, which have been obtained from other sources, are fully referenced. I understand that cheating and plagiarism constitute a breach of University regulations and will be dealt with accordingly.</p>			
Signature of the Student		Date	
Submission date stamp (by Examination & Assessment Section)			
Signature of the Course Leader and date		Signature of the Reviewer and date	

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Solution to Question No. A1:

Introduction:

Communication may be defined as interchange of thought or information between two or more persons to bring about mutual understanding and desired action. It is the information exchange by words or symbols. It is the exchange of facts, ideas and viewpoints which bring about commonness of interest, purpose and efforts.

The success of any business to a large extent depends on efficient and effective communication. It takes place among business entities, in market and market places, within organizations and between various group of employees, owners and employees, buyers and sellers, service providers and customers, sales persons and prospects and also between people within the organization and the presspersons. All such communication impacts business. Done with care, such communication can promote business interests. Otherwise, it will portray the organization in poor light and may adversely affect the business interest.

A1 Introduction on directions of communication

In any organizations, there are four directions of communications flow which are the following:

1) Lateral Communication

In the lateral communication the sender/speaker and the listener/receiver are at the same level in the hierarchy. Lateral communication occurs among the members of the same work group, among members of work group at the same level. This communication helps us to promote teamwork and facilitates coordinated group effort within an organization.

This communication may take place as telephone calls, e-mails, memos, letters, informal discussions, gossip, teleconferencing, videoconferencing, Second Life conferencing, and meetings set up by the group.

2) Upward Communication

It is the flow of information from front line employees to managers, supervisors, and directors.

The message is directed towards a higher level in the hierarchy. In this type of communication some time employees also send suggestion or complaints to their organization or to the speaker in a meeting or speech. That is an employee can appeal against formal organization decisions.

So, upward communication is the communication where information or messages flows from the down or bottom of the organizational structure from the top of the organizational structure.

3) Downward communication

Downward communication involves a message travelling to one or more receivers at the same time in lower level. For example, a chairman of a company/organization give some instruction to all employees under him/her. Here the speaker is the chairman and the listener are the other employees. So, the communication is forwarding from high level to the low level. Business managers often need to be very skilled at downward communication in order to properly motivate the staff working under them at their company.

4) Diagonal communication

Diagonal communication is the sharing of information among different structural levels within a business or an organization. It occurs 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 relationships.

The advantages of diagonal communication is coordination, practicable and moral boosting.

A2 Importance of Vertical communication highlighting on feedback

A vertical communication consists of communication up and down the organization's chain of command. Or we can say vertical communication is a flow of information up and down the organization's hierarchy. Communication without upper level and lower level employee is very much essential for organization. One of the importation of vertical communication is conveying message of subordinate Through upward direction of vertical communication system, the upper level management convey their suggestions, complains and recommendations to the subordinates. by this one can maintain organizational discipline There is a chain of command in vertical communication system. So, a sense of discipline may be developed among the employees. Vertical communication can increase efficiency of communication i.e. necessary instructions are sent to subordinates. a person who is making vertical communication.

A vertical communication effect an organization in very positive way. If the head or CEO of an organization or company applies vertical communications, then it will help that person to motivate their employees. And it will also help that person to interact their lower employees by which a way of lateral communication can be formed. Means the lower employees can share their experience or complain or discuss their ideas to their boss or high employees. It can even maintain good labor management relations, i.e. their will systematic flow of information under his communication system, so a good relation can be developed between superior and subordinates. a vertical communication leads to many improvements to a

person or an organization like bringing people into the communication network, assigning job a devaluating performance, identifying the problems of an individuals, change in attitude of an individual, Creates better relationships. it facilitates bringing the efforts of all participants of an organization into a uniform line. As a result, organization can attain its goals.

Question No. B1

Solution to Question No. B1:

B1.1 Feasibility of the plan

According to my plans, the feasibility is quite effective. Before implementing my planning, I was facing many problems like stage fear, stage fear because of the communication barrier. As I was not habitual with the English language and never try to overcome these problems. Another problem was “tense” problem i.e. many times while communicating to others I use to make mistakes of tense. In a present sentence, instead of using present tense, by mistake I use past tense. And because of this I never tried to control these problems. But after implementation of these plans I have become better in my communication skills.

B1.2 Methodology/Strategy

following are the plans for communication development

1. I will try to speak in English in every possible situation.
2. I will read novel which contain maximum number of vocabularies
3. There are many friends of mine who are good in the speech, so I will tell them to correct me when I do any mistake.
4. I will watch English movie to enhance my problem of tense.
5. And one most important thing, I try to think in English rather than my language to improve my English language.
6. I will grab all the opportunities where I get the chance to speak in English in public.
7. I will read the grammar book, especially for tense.

Question No. B2

Solution to Question No. B2:

B2 introduction

The poster is attached to the document. In the poster I have made the different scenario in which there is me before implementing the plans at left and at right it is me after implementing the plans.