

MMPC - 007

BUSINESS COMMUNICATIONS

Q1. Differentiate between intrapersonal and interpersonal barriers giving examples.

Ans - Effective communication is essential for successful interactions in personal, academic and professional life. However, communication is not always smooth, as various barriers can interfere with the exchange of messages. These barriers are mainly classified as intrapersonal (within the individual) and interpersonal (between individuals).

Understanding these barriers helps improve communication quality and relationships.

Intrapersonal Barriers

Definition

Intrapersonal barriers arise from within an individual. These are psychological

or emotional blocks that prevent a person from effectively expressing themselves or understanding messages.

Causes -

- Low confidence
- Fear of judgement
- Negative emotions (anger, sadness, stress)
- Biases or assumptions
- Mental distractions

Examples

Fear of speaking - A student avoids asking questions in class fearing embarrassment.

Overthinking - An employee doesn't share a good idea, worried about what others may think.

Emotional stress - A person misinterprets a message due to being upset or anxious.

Interpersonal Barriers -

Interpersonal barriers

Occurs in communication between two or more people. They are often caused by difference in language, perception, or emotional dissonance.

Causes -

- Language origin differences.
- Cultural misunderstanding
- Lack of trust
- Poor listening
- Past conflicts or grudges.

Examples -

- A new employee misunderstands instructions given in unfamiliar way.
- Cultural misunderstanding: A gesture seen as polite in one culture may be offensive in another.
- Lack of trust: Team members with past issue may not share information freely.

Key differences

Aspect	Intrapersonal	Interpersonal
Origin	Within the person	Between 2 or more
Examples	Fear, overthinking, stress	Misunderstanding
Solution	Self-awareness	Active listening

Overthinking barriers

• For Intrapersonal Barriers

- Build self-confidence
- Practice mindfulness and emotional control
- Challenge negative thoughts

• For Interpersonal Barriers

- Improve listening skills
- Use simple and clear language
- Respect differences and build trust

Q-2. What are the two prominent skills required for effective reading? Explain using relevant examples.

Ans. Effective reading is a crucial component of communication and learning. It goes beyond simply recognizing words on a page; it involves comprehension, interpretation, and critical thinking. Two prominent skills essential for effective reading are decoding and comprehension.

Decoding

Decoding is the ability to recognize written words and convert into spoken language. It involves understanding the relationship between letters and sounds, which is fundamental for reading fluency.

Example -

When a child learns to read, they are taught to sound out words. For eg - 'cat' is taught as C, A, T.

Comprehension

Comprehension is the ability to understand, interpret and draw meaning from the text. It includes understanding vocabulary, grasping the main idea, identifying supporting details and making inference.

Example -

A reader may decode every word in a news article but still fail to understand the message if they lack comprehension skills.

For instance, reading a passage about climate change requires the reader to

understand the cause-effect relationship such as how greenhouse gas emissions contribute to global warming.

Good comprehension skills are also evident when someone reads a novel and is able to interpret the character motivations or understand the underlying themes, such as love, betrayal or justice.

Conclusion :-

In summary, decoding allows readers to access the text, while comprehension enables them to extract meaning.

Both skills are interdependent and vital for effective reading. Without decoding, comprehension cannot occur, and without comprehension, reading has no purpose.

Q.5 Describe the functional theory of communication and explain how it is useful in effective decision making.

Ans Communication is the effective and fundamental part of decision making especially when it comes to group or team settings.

When a group of individuals come together to solve a problem, the way they communicate can directly influence the quality of their financial decisions.

The functional Theory of Communication, developed by communication scholars Dennis Gans and Randy Hirokawa, provides a structured approach to understanding how communication facilitates effective group decision-making. Rather than focusing solely on what is being said, this theory emphasizes why communication is occurring and how it contributes to achieving the group's objective.

What is the functional Theory of Communication

The Functional Theory of Communication proposes that communication within a group is effective when it fulfills certain critical functions required for making sound decisions. The theory is grounded in the idea that groups are more likely to make quality decisions if they follow specific steps and ensure that all necessary communicative functions are addressed.

This theory doesn't focus on the content of discussions - it views communications as a tool that performs specific tasks in the decision making process. It offers a goal-oriented perspective where each function of communication serves a purpose in progressing the group towards a well-reasoned and mutually agreed-upon solution.

The four key functions of the theory are:-

1. Problem Analysis:

This function involves

clearly identifying and understanding the problem that the group is trying to solve. Communication in this stage helps uncover:

- The root cause of the issue.
- The content surrounding it.
- The people affected by it.

Detailed communication is crucial here. Without a shared and accurate understanding of the problem, the group risks solving the wrong issue or proposing ineffective solutions.

Ex - In a workplace, a team may think that low productivity is due to employee laziness, but after deeper discussion, they might discover that outdated software is the real problem.

2. Goal Setting -

Once the problem is understood the next step is to set clear objectives or criteria that any solution must meet. These goals act as

benchmarks for evaluating the success of proposed solutions.

Effective goal setting involves -

- Agreeing on what an ideal solution looks like.
- Defining measurable standards.
- Prioritizing competing values.

3. Identification of Alternatives -

This function focuses on brainstorming multiple potential solutions to the problem. Group members should be encouraged to freely and creatively contribute ideas without fear of judgement. This stage thrives on open and participative communication. A group that skips this function or settles too quickly may miss out on more effective or innovative options.

4. Evaluation of Alternatives -

After listing options, the group must critically evaluate each one based on goals.

and criteria established earlier. This involves comparing the pros and cons, predicting outcomes and considering potential challenges.

Why functional Theory Matters

The functional Theory of Communication promotes structured thinking and collaborative decision-making. It prevents groups from:

- Jumping to conclusions too quickly.
- Letting dominant personalities control outcomes.
- Making emotional or poorly thought-out decisions.

Instead, it encourages inclusive, rational and criteria-based discussion, leading to decisions that are more likely to succeed and gain group support.

Q4. List the steps involved in the process of writing. Explain any two steps with the help of suitable examples.

Ans. Steps involved in the process of writing

1. Prewriting
2. Drafting
3. Revising
4. Editing
5. Publishing / Presenting.

Prewriting -

This is the first and most crucial step in the writing process. It involves brainstorming, researching, organizing ideas, and planning the structure of the content. Writers gather information, decide on the purpose of writing and identify the target audience.

Ex- Suppose a student is assigned to write an essay on climate change. In the prewriting stage, they would search for relevant data, list down important points such as causes, effects and solutions, and outline how they want to present argument logically.

Drafting -

In this step, the writers begin to put their ideas into sentences.

and paragraphs. The focus is on developing content without worrying much about grammar or spelling errors.

Ex - Continuing the essay on climate change, the student would start writing paragraphs on each point identified earlier. The introduction might define change, the body might explain its effects and the conclusion might suggest solutions.

3. Revising -

In this stage, the writer reviews the draft to improve the content. They may add more details, remove unnecessary information, reorganize paragraphs and ensure the writing flows logically.

Example - After reading the draft on water conservation, the writer realizes that the conclusion feels weak. They revise it by adding a strong call to action, urging readers to adopt water-saving habits in their daily lives.

4. Editing -

Editing focuses on correcting errors related to grammar, punctuation, spelling and sentence structure. This step ensures the writing is clear and accurate and is free of mistakes.

Example - While editing the revised draft, the writer notices that they have misspelled "conservation" several times and used the wrong tense in a few places. These are corrected to improve the quality of writing.

5. Publishing / Presenting :

This is the final step where the completed and edited piece of writing is shared with the intended audience. It could be submitted to a teacher, published in a magazine, blog or presented in a meeting.

Example - After editing the final draft, the student prints and

Submit the report the report on water conservation to the teacher or uploads it to the school's learning portal.

Q5 What is the role of communication in social media management? Explain with the help of examples.

Ans- Communication is the backbone of social media management. It involves the strategic creation, delivery, and monitoring of message that engage audiences, promote brands, manage reputation, and drive desired outcomes. Effective communication on social media platforms helps businesses, organizations, and individuals to build relationships with their audience, address concerns, and maintain a consistent brand voice.

Role of Communication in Social Media Management.

1. Brand Messaging and Voice -

Consistent and

clear brand voice helps audience understand what a brand stands for. Communication ensures that every post, tweet or story reflects the organizational identity and values.

Examples -

Nike social media content consistently uses motivational and empowering reinforcing its brand image of athleticism and perseverance with message like "Just Do it"

2. Engagement and Community Building -

Social media thrives on interaction. Communication enables brands to initiate conversations, respond to comments and build a loyal community.

Ex - Zomato uses witty post to engage.

3. Crisis Management.

When a company faces critical issue or backlash. Then

timely communication is important. It helps to control the damage and rebuild trust.

Example - When a user complains about a delayed product delivery. Amazon India quickly responds with an apology and a solution, reducing negative sentiment.

4. Customer Support and Feedback-

Social media is a platform where customers often reach out with queries or feedback. Effective communication ensures their concerns are addressed professionally and promptly.

Example - Swiggy responds to customer complaints on Twitter / X in real-time, offering resolutions and refunds if necessary, which enhances customer satisfaction.

5. Campaign Promotion and Awareness

Communication is essential for creating engaging promotional content that resonates with the audience and compels them to take action.

Example-

During the COVID-19 pandemic, many brands like Pictol adjusted their messaging to focus on health and hygiene based on what people believe.

6. Cultural Sensitivity and Inclusiveness -

Good communication on social media respects cultural values and ensures that content does not unintentionally offend any group.

Example-

Dove runs inclusive campaigns that celebrate diversity in beauty, using carefully crafted messages that promote self-confidence.

7. Influencer Collaboration -

Collaborating with influencers requires clear and strategic communication to ensure brand alignment and message accuracy.

Example- Mamacash partners with lifestyle influencers who clearly communicate it.