

Ques-2 What are objectives of communication?

Ans-2 'Communication' is derived from the Latin word communis, which means common. The term

communication refers to the sharing of ideas in common. In other words, it is the transmission and interaction of facts, ideas, opinions, feelings or attitudes. Communication is the essence of management. The basic function of management cannot be performed well without effective communication.

Communication is the process of passing ideas, views, facts, information and understanding from one person to another. This process is necessary for making the subordinates understand what the management expects from them.

Communication may be defined as "the transfer of information and understanding from one person to another".

Business communication is communication that promotes a product, service, marketing, or organization relays information within a business or function as an official statement from a company. It is important to acquire the skills of effective writing and speaking. It is also common for prestigious companies to insist upon excellent communication skills as a requirement at the time of recruitment.