



BCA



Semester - 1st



BUSINESS COMMUNICATION & INFORMATION SYSTEM

Notes - 1

Contents

Meaning and Process of Communication, Barriers to communication, Verbal Communication and non-verbal communication. Business Communication and its importance in business organisation. Listening, Reading, Writing skills.

Meaning of Communication

Communication is the process of exchanging ideas, thoughts, information, and feelings between two or more people to create understanding.

The word “communication” comes from the Latin word “communis”, which means “to share” or “to make common.”

In simple words, communication means sharing information and understanding between people.

It helps in building relationships, coordinating work, and achieving goals in any business or organization.

Definition:

By Keith Davis: “Communication is the process of passing information and understanding from one person to another.”

By Louis A. Allen: “Communication is the sum of all the things one person does when he wants to create understanding in the mind of another.”

In short:

Communication = Message + Understanding + Response

Example:

When a manager instructs an employee to complete a report and the employee understands and completes it properly – effective communication has taken place.

Process of Communication

The communication process refers to the step-by-step flow through which information travels from the sender to the receiver and back.

It involves seven key elements:

1. Sender (Communicator)

The sender is the person who initiates the communication. They have an idea or information to convey.

Example: A teacher explaining a topic to students.

2. Message

The message is the actual content or information that the sender wants to communicate.

It can be in the form of words, gestures, symbols, or written text.

Example: Instructions, reports, ideas, feedback, etc.

3. Encoding

Encoding means converting the idea into a suitable form that can be understood by the receiver.

It may be done through spoken words, written letters, body language, or visuals.

Example: Writing an email or making a presentation.

4. Channel (Medium)

The channel is the path or medium through which the message is transmitted.

It can be verbal (speech, phone call) or non-verbal (email, text, letter, gestures).

Example: Email is a channel for written communication.

5. Receiver

The receiver is the person or group for whom the message is intended. The receiver's role is to listen, read, or observe and try to understand the message.

Example: An employee receiving instructions from the manager.

6. Decoding

Decoding means interpreting and understanding the sender's message.

The receiver translates the message into meaning using their knowledge, experience, and perception.

Example: Understanding the meaning of a report or message.

7. Feedback

Feedback is the response or reaction of the receiver after understanding the message.

It shows whether the message has been received and understood correctly.

Example: Replying to an email, nodding, or asking a question.

Diagram of Communication Process (for understanding):

Sender → Encoding → Message → Channel → Receiver → Decoding → Feedback
↑-----↑
(Communication loop)

Example of Full Communication Process:

A manager (Sender) wants to inform the team (Receiver) about a meeting.

He encodes the message by writing an email (Channel) stating “Meeting at 3 PM.”

The employees decode the email and understand it.

They reply (Feedback) confirming their attendance.

This completes the communication process successfully.

Barriers to Communication

Meaning:

Barriers to communication are the obstacles or problems that block, delay, or distort the flow of messages between sender and receiver.

When communication barriers exist, the receiver may misunderstand the message or fail to respond properly.

In simple words, barriers are anything that prevents effective understanding between two or more people.

Types of Barriers to Communication

Barriers can be divided into five main types:

1. Physical Barriers

These barriers are related to environmental and physical conditions that disturb communication.

Examples:

Noise or poor sound system

Long distance between sender and receiver

Poor lighting or ventilation

Faulty telephone or internet connection

Example in business:

If a manager's voice cannot be heard clearly in a noisy meeting room, the message may be misunderstood.

2. Psychological (Emotional) Barriers

These are related to the mental condition, attitude, or emotions of the sender or receiver.

Examples:

Lack of attention or interest

Fear, anger, or stress

Prejudices or bias

Lack of confidence

Example:

If an employee dislikes their manager, they may ignore or misinterpret the manager's message.

3. Semantic (Language) Barriers

These barriers occur due to problems in language or words used in the message.

If the sender and receiver don't share the same language or meaning, confusion occurs.

Examples:

Use of technical or complex words

Poor vocabulary or grammar

Misinterpretation of symbols or gestures

Example:

The word "dear" may mean "expensive" to one person and "beloved" to another, depending on the context.

4. Organizational Barriers

These arise from the structure, rules, or culture of an organization that restricts free communication.

Examples:

Too many levels of hierarchy (long chain of command)

Lack of proper communication channels

Strict rules and policies

Poor coordination between departments

Example:

If a junior employee's message has to pass through many seniors before reaching the manager, it may get delayed or changed.

5. Cultural Barriers

These occur when people from different cultures, regions, or backgrounds interpret messages differently.

Examples:

Different meanings of gestures and customs

Different communication styles (formal/informal)

Religious or social differences

Example:

A handshake is a greeting in some countries, but it may be considered rude in others.

Verbal and Non-Verbal Communication

Communication can take place in two main ways – Verbal Communication and Non-Verbal Communication.

Both are essential for sharing ideas, feelings, and information effectively in personal and business life.

1. Verbal Communication

Meaning:

Verbal communication means using words or language to share information.

It can be done through spoken or written words.

In simple words, verbal communication is communication through words – whether we speak or write them.

Types of Verbal Communication:

a) Oral Communication

It is the spoken form of communication.

Messages are exchanged through speech, conversation, or discussion.

Examples:

Face-to-face talk

Meetings and conferences

Telephone calls or video calls

Classroom lectures

Interviews and presentations

Advantages:

Quick and direct feedback

Personal and interactive

Saves time

Helps express emotions easily

Disadvantages:

No permanent record

May lead to misunderstanding if not heard properly

b) Written Communication

It is the written form of communication.

Messages are conveyed through letters, emails, reports, memos, circulars, etc.

Examples:

Business letters

Notices and reports

E-mails and text messages

Company policies and documents

Advantages:

Permanent record of information

Suitable for long-distance communication

Can be carefully planned and edited

Disadvantages:

Time-consuming

Feedback is not instant

Importance of Verbal Communication:

Helps in giving clear instructions and feedback

Builds relationships through speech and writing

Essential for business meetings, teaching, and teamwork

Supports decision-making and coordination

2. Non-Verbal Communication

Meaning:

Non-verbal communication means communicating without using words.

It expresses feelings, attitudes, and emotions through body movements, facial expressions, gestures, tone, and appearance.

In short, it is “wordless communication.”

Forms of Non-Verbal Communication:

a) Facial Expressions

Expressions of the face convey emotions like happiness, anger, sadness, surprise, etc.

Example: A smile shows friendliness.

b) Gestures

Movements of hands, arms, or head that express meaning.

Example: Nodding the head means “yes”.

c) Posture and Body Movement

The way a person stands or sits shows confidence, nervousness, or interest.

Example: Standing straight shows confidence.

d) Eye Contact

Eyes express sincerity, attention, and emotions.

Example: Maintaining eye contact shows honesty and interest.

e) Tone and Voice

The way we speak (tone, speed, pitch) adds emotion and meaning.

Example: A firm tone shows confidence; a soft tone shows politeness.

f) Appearance and Dress

The way a person dresses and maintains themselves reflects personality and professionalism.

g) Touch and Space

Handshakes, pats, or maintaining distance also convey non-verbal messages.

Example: A handshake shows greeting; too much distance may show formality.

Importance of Non-Verbal Communication:

Complements verbal communication.

Expresses emotions more effectively than words.

Helps in understanding people's true feelings.

Builds trust and improves relationships.

Meaning of Business Communication

Business Communication refers to the process of sharing information, ideas, instructions, and opinions within or outside a business organization to achieve organizational goals effectively.

In simple words, business communication means exchanging information between people working in a company – such as managers, employees, customers, suppliers, and investors – for smooth business operations.

Definition:

By W.H. Meaning: “Business communication is the flow of information, facts, and ideas from one person to another within and outside the organization for business purposes.”

In Simple Words: Communication that helps in conducting business activities efficiently is called business communication.

Features (Characteristics) of Business Communication

Purposeful:

Every business communication has a specific purpose, like giving instructions, making decisions, or providing information.

Formal and Structured:

It usually follows official channels and formats like letters, emails, reports, and meetings.

Continuous Process:

Communication is a continuous activity that keeps the business running smoothly.

Two-way Process:

It involves both sending and receiving messages – ensuring understanding and feedback.

Goal-Oriented:

The main aim is to achieve business objectives such as better coordination, productivity, and profit.

Internal and External:

It takes place within the organization (manager to employee) and outside the organization (with customers, suppliers, etc.).

Types of Business Communication

Internal Communication:

Communication within the organization (e.g., between departments, managers, and employees).

Example: Memos, notices, internal emails.

External Communication:

Communication with people or organizations outside the company.

Example: Letters to customers, reports to investors, advertisements, etc.

Importance of Business Communication in Business Organisation

Effective business communication is the lifeblood of an organization. It plays a vital role in every aspect of management, coordination, and growth.

Here's why it is important:

1. Helps in Planning and Decision Making

Managers need correct and timely information to make plans and decisions.

Effective communication provides accurate data for future actions.

Example:

Sales reports help in planning marketing strategies.

2. Improves Coordination

Communication connects all departments and employees.

It helps them understand their roles and work together toward common goals.

Example:

Marketing and production teams coordinate through meetings and emails.

3. Increases Efficiency and Productivity

Clear instructions and feedback reduce errors and confusion, leading to faster and better work performance.

Example:

When employees clearly understand tasks, they perform them efficiently.

4. Builds Good Human Relations

Open and honest communication helps create trust, cooperation, and positive relationships among employees and management.

Example:

Regular meetings and feedback sessions improve mutual understanding.

5. Promotes Motivation and Morale

Through communication, management can encourage, guide, and appreciate employees – which increases motivation and job satisfaction.

Example:

A manager appreciating good performance boosts employee morale.

6. Facilitates Control and Supervision

Managers can monitor activities and guide subordinates properly through regular communication channels.

Example:

Weekly reports or discussions help managers supervise work effectively.

7. Enhances Customer Relations

External communication helps maintain good relations with customers, suppliers, and the public – improving the company's image and sales.

Example:

Customer service emails or feedback calls strengthen business relationships.

8. Aids in Organizational Growth

When communication flows smoothly, it ensures quick decisions, better teamwork, and innovation – leading to business growth and success.

Listening, Reading, and Writing Skills

Communication is effective only when the message is properly sent, received, and understood.

For this, a person must develop certain communication skills, mainly Listening, Reading, and Writing.

These three are essential for success in both personal life and business organizations.

1. Listening Skills

Meaning:

Listening means paying attention to the speaker's words, understanding the meaning, and giving proper feedback.

It is an active process, not just hearing sounds.

In simple words, listening is understanding what the other person is saying with full attention and interest.

Types of Listening:

Active Listening:

Listening with full concentration and responding thoughtfully.

Example: Paying attention during meetings or lectures.

Passive Listening:

Hearing the words but not focusing on the meaning.

Example: Listening to someone while thinking about something else.

Critical Listening:

Evaluating or judging the message before accepting it.

Example: Listening to a sales presentation carefully before deciding to buy.

Importance of Listening Skills:

Builds better understanding between people.
Reduces miscommunication and confusion.
Helps in learning and decision-making.
Improves relationships in business and personal life.
Encourages mutual respect and cooperation.

Tips to Improve Listening Skills:

Pay full attention to the speaker.
Avoid interrupting.
Maintain eye contact and use positive body language.
Ask questions if something is unclear.
Give feedback to show understanding.

2. Reading Skills

Meaning:

Reading is the process of looking at written or printed words and understanding their meaning.

It helps in gaining knowledge, understanding instructions, and staying informed.

In simple terms, reading means understanding written messages effectively.

Types of Reading:

Skimming:

Quickly going through the text to get the main idea.

Example: Reading the headline or summary of a news article.

Scanning:

Searching for specific information in a text.

Example: Looking for a price or date in a document.

Intensive Reading:

Reading in detail to understand every part of the text.

Example: Studying a report or textbook.

Extensive Reading:

Reading for general understanding or pleasure.

Example: Reading magazines, novels, or blogs.

Importance of Reading Skills:

Improves knowledge and vocabulary.

Helps in decision-making by understanding reports and documents.

Enhances comprehension and analytical ability.

Builds confidence in communication.

Saves time by quickly grasping key information.

Tips to Improve Reading Skills:

Read regularly and with interest.

Focus on understanding, not just words.

Use a dictionary for new words.

Take short notes of key points.

Practice skimming and scanning techniques.

3. Writing Skills

Meaning:

Writing means expressing thoughts, ideas, and information through written words in a clear and structured way.

It is a permanent form of communication used in letters, reports, emails, and notices.

In simple words, writing is putting your thoughts into words for others to read and understand.

Characteristics of Good Writing:

Clarity: Message should be easy to understand.

Conciseness: Write only necessary points, avoid unnecessary words.

Correctness: Use proper grammar, spelling, and punctuation.

Completeness: Include all important details.

Courtesy: Be polite and professional in tone.

Importance of Writing Skills:

Helps in preparing official documents, reports, and letters.

Creates a record for future reference.

Builds a professional image in business communication.

Useful in emails, proposals, and notices.

Enhances credibility and effectiveness of communication.

Tips to Improve Writing Skills:

Organize ideas before writing.

Use simple and short sentences.

Revise and proofread before finalizing.

Practice formal letter and report writing.

Read good written materials to learn style and tone.

Practice Questions

1. Explain the meaning and process of communication.
2. What are the barriers to effective communication? Explain different types of communication barriers.
3. Differentiate between verbal and non-verbal communication with examples.
4. What is business communication? Explain its importance in a business organization.
5. Describe the main elements or components of the communication process.
6. Discuss the types of communication used in a business organization.
7. Explain listening skills and their importance in effective communication.
8. What are reading skills? Describe their types and importance in business communication.
9. Explain the meaning and importance of writing skills in business communication.
10. What are the main characteristics of effective communication?

Check the answer in the Practice Questions section on our website.



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