

## Assignment - 1.



Q1 Explain the 7C's of communication

Ans completeness :-

Every communication must be complete and adequate. Incomplete messages keep the receiver guessing which creates misunderstanding and delay action. Every person should therefore, be provided with all required facts and figures.

e.g. when the factory supervisor instruct workers to produce, he must specify that exact size, shape, quality and cost of product.

conciseness :-

It means that in business communication you should be brief and be able to say whatever we have to say in fewest possible words.

clarity :-

The message must be put in simple words to ensure clarity words must means the same thing to the receiver as they do to the sender.

### Correctness :-

The term correctness as applied to business communication applied to business communication message means bright level of language and accuracy of facts figure and words. If the information is not correctly conveyed the sender will lose credibility.

### Consideration :-

It means preparing the message with the intended receiver in the mind. In order to communicate effectively the sender should think & lost from the receiver's angle i.e. adopting a humane approach and understanding the emotions and sentiment of the receiver.

### Concreteness :-

It means be specific sufficient & winsed (clear) neither than vague (not clear) and general. In oral communication we can't draw tables, diagrams and graphs to make our statement vivid which is relevant with facts and figures.

### Courtesy :-

Courtesy and politeness stems from a sincere youth attitude. It is not merely politeness with mechanical precision of please and thank you. Although applying socially accepted manner. Rather it is politeness that grows out of respect and concern for other.

Q2: Define various barriers to communication

Ans The term Barrier means hurdle hindrance and obstacle.

## Types of Barrier.

① Physical and mechanical barrier

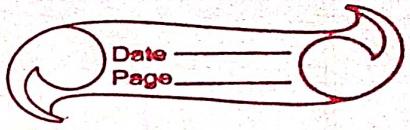
\* Noise :-

Noise thought of varying degree disturbs or interfers with communication.

e.g. Noise of heavy traffic and human sound.

\* Distance :-  
long distance always renders and hinders often resort to disturbance in telephone communication.

\* Time :-  
It refers to reaching of message if an important message reaches the rate it is said to offer.



### \* Information overload :-

If much more information is transmitted to receiver then he cannot pass it due to lot of confusion.

### \* Physical barrier.

Poor lighting, too cold or thunderous weather etc

### \* use of words with difficult meaning.

e.g. - The word "tube" may mean tube cycle tube or water tube which may be taken differently by different persons.

### \* Denotations of connotation.

The literal meaning of words is known as denotation.

e.g. pen, book etc. Connotative words like honest, punctual and cheap around qualitative judgements mostly denotation should etc used.

## ⑤ language and remarcable barriers

### \* unclear message :-

lack of clarity and poor expression etc leads to poor understanding of message

### words or symbols with multiple meaning

A word may have several meanings but that expression should make which is understood as it is by user,

e.g. The word value may be expressed in diff ways.

- \* we value our customer
- \* the value of this book is 100.
- \* technical words or jargons :-  
specialists and technical experts always use technical language but common man cannot

understood it, so too much use of jargons should be avoided.

\* faculty transmission

\* unclassified assumptions :-

Some times message can based on certain assumptions which are subjected to different interpretation.

\* Body language & gesture :-

Along with verbal communication body language should also mean some or else it will abstract.

### ③ Socio Psychological barriers :-

#### (a) Difference in perception :-

Due to the differing experience, education and culture, the two people perceive the same information in a different way and it creates problem.

(b) Difference in attitude :-

If the message is consistent with our attitude we tend to like it otherwise dislike it.

(c) Emotions

How the receiver feels at times of receipt of information, affects a lot on how the interpreter the information.

(d) Inattention :-

If receiver or sender and of them does not pay attention on what the other person is saying it will obstruct communication.

(e) Closed minds

The mature evaluation

(f) Distrust

Resistance to change

(g) cultural difference.

(h)

## ④ organized barriers.

\* status relationship.

\* one way flow

\* complex organization structure:

=) several layers of supervision

=) long communication lines

=) rigid rules and regulations

=) distance barriers.

## ⑤ personal barriers.

\* attitude of superiors

\* lack of confidence in subordinates

\* absence of proper channel

\* ignoring communication

\* filtering of information

\* shortage of time.

## \* barriers in subordinates

=) They dislike showing mistakes

=) people generally resist new ideas

- =) unwilling to communicate upon a message on personal ground
- =) lack of incentives and encouragement.

### \* Miscellaneous barriers

#### Short questions

Q1 Briefly explain stimulus and response in communication skills.

Aus :- These two terms, stimulus and response, are connected with whole learning process. The communication objective of source is to bring about change in behaviour of receiver, human put or act continuously with natural and artificial environment. They process stimulus information decide what actions to take on basis of that information, execute those actions, and however new stimulus performance in a sequence.

Because decision or response selection process play a central role in continual interaction between perceptions and action, it is necessary to understand how these processes operate and what factors influence their duration and accuracy.

A stimulus is anything that a person can receive through one of his sense and a response is anything that an individual does as a reaction to the stimulus.

Q. Define downward communication starting in merit

Ans It means flow of information from higher level to lower level in the organization hierarchy. Information flows from top most authority to bottom most person.

content of information.

- \* How to do a job
- \* Rational for doing those jobs
- \* Performance of employees.

### merits

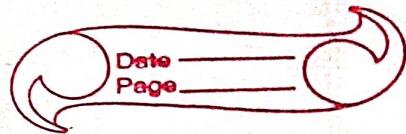
- ① It provides information regarding organizational plans and policies.
- ② It informs employees about nature of organization goals and how they can co-ordinate these goals with personnel goals.
- ③ It enables employees to know their area of direction.
- ④ It increases job satisfaction and morale of employees to perform better.

### very short questions

Q1

soln

Define monophthongs with examples.  
It shows that a vowel is spoken with exactly one tone and one mouth position.



e.g. teeth, while you, creating sound  
feet, nothing changes in  
sound

A monosyllabic can be a lexeme of  
a language and as such it can  
all will be a syllable.

Q 2. Define technical communication with  
example.

Ans It may be defined as transmission  
and reception of facts, figures  
ideas and all sorts of  
scientific info by proper vehicles  
of various field such as engineering  
medium, science research,  
education space etc.

Types

(a) written :-

more formal and objective.

(b) oral :-

less formal.

Q3

write down various levels of communication.

Ans

While discussing different levels of communication, it is important to mention that four levels-

- (1) intrapersonal communication
- (2) Intrapersonal communication
- (3) groups communication
- (4) cultural communication.

Q4

define code and content.

Code is set of signs that, when combined, fulfill the function of being able to transmit the message sent by the sender and that must be understandable to receiver.

content :-

The message that is selected by the source to express its purpose content and will both has both elements and structure. It may be identified by characteristic.