**1.Write an essay on types of Communication Networks.**

**Ans:**The communication model discussed earlier identifies the process whereby a sender sends a message and is received by a receiver. However, organizational communication is not confined to one sender and one receiver only.

In organizations, communication frequently takes place among many individuals and groups. Many tasks require a variety of inputs from a variety of people and hence managers must link up with these resources of inputs for coordination of tasks.

A “communication network” represents a pattern of information flow among group members. The importance of communication networks lies in their potential influences on effectiveness, task efficiency, group leadership, member satisfaction, and other variables that affect organizational effectiveness.

In the literature on communication networks, five different types of networks have been defined. Even though, there can be many people in a given network as desired, let us assume, for the sake of simplicity, that there are five members in the group.

Three of the five networks shown here reflect the centralized process in which information must flow through a central or pivotal person. In contrast, in a decentralized network, each member has an equal opportunity to participate in the communication process.

**FORMAL COMMUNICATION NETWORK**

The Formal Communication Network shows the pattern of communication, i.e. how the formal communication is facilitated.

There are several types of formal communication networks classified based on the degree to which they are centralized and decentralized. These are:

Wheel Network: This is the most centralized form of a communication network wherein all the information flows from one central person, typically the leader. The other members have little or no communication links with each other. Here, the leader deliberately controls the line of communication and makes sure that the information reaches all in the group.

Chain Network: Under the chain pattern, the information flows up or down the line. Here each person gets the information from his immediate superior and then passes it to their subordinates. Likewise, the chain gets created, and all members get connected to a single person, typically the leader. This network is suitable when the information to be passed is

legally correct.

Circle Network: The circle network is one of the decentralized forms of a communication network wherein the information is shared equally among all the members. Here each person gives and receives information from two or more persons in the network. Under this pattern,

each member has an equal chance to participate.

Free Flow Network: Under this pattern, everyone is connected, and the information can flow freely from anywhere in the organization. It is the most decentralized form of formal communication. The distinct feature of this communication pattern is that all the persons in the group are linked to each other and can freely communicate with anyone they want.

Inverted “V” Communication: Inverted “V” communication is a formal network wherein the subordinate is allowed to communicate with his immediate superior as well as with the superior’s superior, i.e. the boss of the immediate boss. However, the communication between the subordinate and the superior’s superior is limited.

Thus, several formal communication networks are created in the organization when people follow a proper channel of communication concerning their hierarchical positions.

**2.What are the different types of Informal communication networks?**

**Ans:** The Informal Channel Network or Grapevine Network shows the pattern of the communication, i.e. how the informal communication passes from person to person. Specialists have identified four distinct types of informal communication networks, which are listed below:

Single Strand Network: Under this communication pattern, the information flows from one person to the next person in the network. Such as, one person will give information to another person who will communicate it to the next person and similarly, the third person will also

communicate the same message to the next person in the network, and so on. This type of chain is less reliable and more accurate to pass on the message. Here, the communication process is linear.

Gossip Chain Network: In the gossip chain network, there is an individual who tells the message to all other members in the network directly. He is generally the central person who seeks out and transmits information to all that he has obtained. Here, every person in the network communicates with each other informally. This network is often used when the subject matter is unrelated to the nature of the job.

Probability Chain Network: Under this communication pattern the information passes randomly from person to person. Such as, there is an individual who acts as a source of message and selects any person randomly in his network to communicate the message. That second

person will again, select another person randomly and pass on the message to him, likewise, the communication flows to different people chosen randomly. Here, the source of information for each member of the network is different. This communication pattern is used when the

information is interesting, but not significant.

Cluster Chain Network: In the cluster chain network, there is an individual who acts as a source of a message, and transmits information to the pre-selected group of individuals out of whom few individuals again tell the same message to other selected group of individuals. Likewise, the

chain continues, and the message reaches to all in the network. This pattern is similar to the telephone tree, wherein one person calls another two persons, then these two persons call other three persons, and again these three persons are expected to call the other three persons. Likewise,

the information gets transmitted to all persons connected to the telephone network. This is the most common form of informal communication network.

Thus, several informal communication networks are created in an organization when people interact with each other irrespective of their hierarchical positions.

**3.Write a brief note on the elevator pitch round in approximately 300 words.**

**Ans:** An elevator pitch is a brief, persuasive speech that you use to spark interest in what your organization does.

Creating an Elevator Pitch

It can take some time to get the pitch right. You'll likely go through several versions before finding one that is compelling, and that sounds natural in conversation.

Follow these steps to create a great pitch, but bear in mind that you'll need to vary your approach depending on what your pitch is about.

**1. Identify Your Goal**

Start by thinking about the objective of your pitch. For instance, do you want to tell potential clients about your organization? Do you have a great new product idea that you want to pitch to an executive? Or do you want a simple and engaging speech to explain what you do for a living?

**2. Explain What You Do**

Start your pitch by describing what your organization does. Focus on the problems that you solve and how you help people. If you can, add information or a statistic that shows the value of what you do. Keep in mind that your pitch should excite you first; after all, if you don't get excited about what you're saying, neither will your audience. Your pitch should bring a smile to your face and quicken your heartbeat. People may not remember everything that you say, but they will likely remember your enthusiasm.

Example: Imagine that you're creating an elevator pitch that describes what your company does. You plan to use it at networking events. You could say, "My Company writes mobile device applications for other businesses." But that's not very memorable! A better explanation would be, "My Company develops mobile applications that businesses use to train their staff remotely. This results in a big increase in efficiency for an organization's

managers."

**3. Communicate Your USP**

Your elevator pitch also needs to communicate your unique selling proposition or USP. Identify what makes you, your organization, or your idea, unique. You'll want to communicate your USP after you've talked about what you do.

Example: To highlight what makes your company unique, you could say, "We use a novel approach because, unlike most other developers, we visit each organization to find out exactly what people need. Although this takes a bit more time, it means that on average, 95 percent of our clients are happy with the first beta version of their app."

**4. Engage With a Question**

After you communicate your USP, you need to engage your audience. To do this, prepare open-ended questions (questions that can't be answered with a "yes" or "no" answer) to involve them in the conversation. Make sure that you're able to answer any questions that he or she may have.

Example: You might ask "So, how does your organization handle the training of new people?"

**5. Put It All Together**

When you've completed each section of your pitch, put it all together. Then, read it aloud and use a stopwatch to time how long it takes. It should be no longer than 20-30 seconds. Otherwise, you risk losing the person's interest or monopolizing the conversation. Then, try to cut out anything

that doesn't need to be there. Remember, your pitch needs to be snappy and compelling, so the shorter it is, the better!

Example: Here's how your pitch could come together:

"My company develops mobile applications that businesses use to train their staff remotely. This means that senior managers can spend time on other important tasks. "Unlike other similar companies, we visit each organization to find out exactly what people need. This means that, on average, 95 percent of our clients are happy with the first version of

their app. "So, how does your organization handle the training of new people?"

**6. Practice**

Like anything else, practice makes perfect. Remember, how you say it is just as important as what you say. If you don't practice, you'll likely talk too fast, sound unnatural, or forget important elements of your pitch. Set a goal to practice your pitch regularly. The more you practice, the more natural your pitch will become. You want it to sound like a smooth conversation, not an aggressive sales pitch.