

4116789  
163-Sem 2  
Kashish

## Q. 1. 3+2=5

Q1 Solve Any

B) Grapevine Communication:

- (i) Informal Channel of business communication is also known as 'grapevine'.
- (ii) It has got its name "grapevine" because it spreads throughout the organization irrespective of the authority levels.
- (iii) This type of communication develops due to the following reasons:
  - a) When an organization is facing recession, the employees sense uncertainty.
  - b) At times employees have low self confidence due to which they form unions.
  - c) During breaks in cafeteria, the subordinates talk about their superiors attitude and behaviour and exchange view with their peers.

\*Advantages of Grapevine Communication

- (i) Grapevine communication ~~can~~ spreads information rapidly.
- (ii) The managers get to know the reaction of subordinates over policies.
- (iii) It creates sense of unity among employees.
- (iv) It leads to emotional support value.
- (v) Its an alternative where formal communication doesn't work.



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## Warning

(i) Warning refers to an indication or statement providing evidence of danger, serious harm or misfortune.

(ii) The objective of warning is to alert people to serious and danger consequences

(iii) Example

- Warning: Unauthorized Entry is prohibited

## Caution

(i) Caution refers to an action displaying careful behaviour.

(ii) The principle objective of caution is to advise people to execute careful behaviour

(iii) Example

- Caution: Wet floor