

Assignment No. 1

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Q.1) Explain the concept of business communication.

→ It is the process of sharing information between employees within & outside the companies.

The way people will communicate & operate within the business is very vital (important) to the company success in the business world.

The communication requires sender, message and the receiver. The variety of verbal & non-verbal means of communicating exist such as body language, eye contact & sign of language and the media such as pictures, graphics, sounds & writing etc.

The word communication has been derived from 'Latin' and that called a communico, which means to make known or share.

Communication refers to sharing information, facts, ideas, thoughts.

Communication essentially means transmission of commonly meaningful information.

Business communication include topics such as marketing, bank management, customer relationship, consumer behaviour etc.

The meaning of business communication - Business communication is the way employees, management and administration

communicate in order to the which the organisational goal.

They are the several methods of business communication including -

- ① web based
- ② video conference
- ③ Report
- ④ PPT
- ⑤ Telephone
- ⑥ Face to Face.

2) Explain the objective of business communication.

→ The objectives of business communication are manifold including:

1) Facilitating decision-making:

Effective communication helps employees, managers and other stakeholders share information and make informed decisions.

2) Building and maintaining relationships-

Good communication helps to build and maintain positive relationships with customers, suppliers and other stakeholders.

3) Achieving organizational goals:
Effective Communication is essential for coordinating activities and achieving common goals within an organization.

4) Promoting understanding:
Business communication helps to promote understanding and clarity among employees and stakeholders, reducing confusion.

5) Information -

The main purpose of Communication is to transmit information from a source to target individuals or groups. One of the most important objectives of communication is passing or receiving information about a particular fact or circumstance.

Q. 3) Define Business communication. And explain several methods of BCom.

→ Business Communication -

Business Communication is the way employees, management and administration communicate in order to achieve the organizational goal.

They are several methods of business communication including -

- ① web based
- ② video conference
- ③ Report
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Almost all businesses use electronic communication these days. It's become vital to the everyday. There is a lot of different ways to communicate information at work. And the methods of communication that businesses use won't be right in every scenario.

Business methods of communication can be broken down into different categories. They are:

- 1) Electronic communication
- 2) Non-electronic communication
- 3) written communication
- 4) verbal communication

1) Electronic Communication -

Almost all businesses use electronic communication these days. It's become vital to the everyday management of workforce all over world. And enabled many businesses to work from home throughout the coronavirus pandemic.

2) Non-electronic communication -

Non-electronic business communication includes face-to-face meetings, and physical copies of documents, such as reports, pay slips, and invoices.

Many businesses have moved to a paperless system in recent years. Going paperless is better for the environment, space-saving and, with cloud-based systems, means you can access your documents from anywhere.

3) Written communication

As mentioned above, you can have written forms of communication in both electronic and non-electronic formats.

Written communication is any message that uses the written word, such as emails, letters and contracts.

4) Face to face -

While technology is rampant, face-to-face communication remains a key method for communicating in business environments.

Q.4) Explain the characteristic of BCom.

→ The characteristic of BCom are follows -

1) Interchange of information -

It is a two-way process. It is aim exchange the information bet two or more person or individual or organization level.

2) Continue process -

That is communication is continue process, it is not a static (i.e dynamic).

3) Mutual understanding -

The main purpose of communication is to bring about mutual understanding. Receiver understand sender message as it is.

4) Response or Reaction -

Communication always leads to response for reaction. The message become communication only when the receiving party understand & acknowledge it.

5) Accurate -

When information is inaccurate it scredability. The sender of

also lose credibility. Effective business communication is accurate in terms of the content conveyed & in terms of simple things & it includes grammar spelling & punctuation.

6) Multi-channel -

Effective business communication needs to be sent through a variety of channels that is received to insure that it is received by employee.

7) Face to face -

Face to face communication is still most effective & should be used whenever possible & practical.

In large organization it is challenging but alternative it includes video conferencing by the use of webinars.

Q.5) Explain the following terms

1) BCom need of the time.

- Good communicators are vital to a business profit margin and reputation
- building better teams
 - Preventing misunderstanding and conflict
 - Improving customer services
 - Meeting goal and earning success
 - Promoting creativity & innovation.

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2) stages in BCom process -

The sender develops an idea to be sent. The sender encodes the message.

The sender select the channel of Communication that will be used.

The message travels over the channel of communication.

The receiver receives the message

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