



Shivaji University
Kolhapur, Maharashtra



Centre For Distance and Online Education



MBA Part-I
Semester-I : Paper - VI
Business Communication

(From Academic Year 2022-23)

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Prescribed for M.B.A.

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Preface

We are happy to present this book on Business Communication to the students of MBA of distance education of our University.

Communication has remained backbone of civilization and one cannot think of this world without communication. Many-a-times even silence is also a communication. Human beings express the feelings using vocalization, writing or even body expression. The communication can be taken face-to-face or even at distance. The modern day's technology has extended multiple options of expression. The revolution in technology has accelerated the speed of expression and most importantly feedback on expression. The feedback completes the communication. Business communication is one important branch of communication which has got a pivotal importance.

This book envelops four units. First unit contains the basics of business communication with more emphasis on written communication. Second unit of this book will teach you about application letter, types of letters and even report writing. The third unit covers verbal communication focusing especially on group discussion, interviews and methods of interviews, while non-verbal communication is the subject matter of the last unit. As the technology is making wonders in communication, inescapably the application of electronic media has been an integral part of this book.

We are confident that the units written in this book will preach you the basics of business communication and would equip you to practice the business communication.

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Unit-1

A) Meaning, Importance & Objectives of Business Communication

B) Written Communication

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1.8 Check your progress

1.9 Answers to 'Check your progress'

1.10 Exercise

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1.0 Learning Objectives

After studying this unit, you will be able:

1. To understand the concept of business communication and its process
2. To explain the principles and various forms of communication
3. To comprehend the barriers to communication and techniques to make communication more effective
4. To understand the written communication and various types of business letters
4. To comprehend the banking and agency correspondence
5. To explain about the various types of communication related to conduct of meetings and minutes writing



1.1 Introduction :

Business organization is a human mechanism created for achievement of pre-determined objectives. Organizations are now growing in size and involve a large number of people. It is communication, which keeps the organization working. Communication is regarded as the oxygen of business organization as it is only through communication that the manager gets work done from people working in the organization at different levels and in different positions. In business, communication needs to be effective to achieve its objectives in stipulated time. The basic managerial functions namely planning, organizing, staffing, directing, coordinating and controlling can be performed only through effective communication.

In earlier days, the business communication was restricted to paper work, telephone and telegram only. However, with the advent of and revolution in communication technology, new tools of communication like cell phones, computers, Internet, emails, videos are being used. Effective communication is now playing vital role in the success and growth of today's business.

1.2 Presentation of Subject Matter :

In this opening unit, the concept of communication in general and business communication in particular is discussed along with its importance, objectives, forms and process. The barriers in effective communication and the remedies to overcome them are discussed. Various types of business letters including banking and agency correspondence and also the techniques of writing meeting notice, agenda, resolutions and minutes form an integral part of the present unit.

1.3 Business Communication : Meaning and Definitions

It would be appropriate to first understand as to what is 'communication' and then 'business communication.'

Communication:

The word 'Communication' is derived from the Latin word '*communis*', which means to make 'common', i.e. sharing of ideas or information in common ways. Thus, the nearest meaning of the term 'communication' is making the facts, information, thoughts or ideas common, through speech, conversation, writing or gestures. In simple words, the communication can be understood as an exchange of facts, ideas, opinions or emotions by two or more persons. In the opinion of some

others, the connection between two or more people to exchanging their knowledge or ideas is communication.



Now, let's see some of the important definitions of communication.

- (1) **The Oxford English Dictionary:** 'Communication is the action of conveying or exchanging information and ideas.'
- (2) **Keith Davis:** 'Communication is the process of passing the information and understanding from one person to another.'
- (3) **George Terry:** 'Communication is an exchange of facts, ideas, opinions or emotions by two or more persons'
- (4) **Peter Little:** 'Communication is the process by which information is transmitted between individuals and/or organization so that an understanding response results.'

Thus, from the above definitions, we can understand that communication refers to sharing of one's ideas, thoughts, facts, opinions, emotions, information or knowledge etc. with others. Ideas, thoughts, facts, opinions, emotions, information or knowledge are known as the 'message', which is the subject matter of communication process. In order to make communication complete and effective, the message must be understood by its receiver in the same sense in which its sender wants him/her to understand. Otherwise, there would be either no communication at all or miscommunication. The word 'making common' or 'sharing' is very much important here, because its interpretation gives us clear idea about the term 'communication.' Accordingly, communication happens when someone---

- Talks and listens something
- Writes and publishes a book, a novel, an article, a research paper, a blog and the like
- Reads a book, a novel, an article, a research paper and the like
- Makes and releases a video, a short-film or a feature film
- Watches a video, a short-film or a feature film
- Releases a TV programme
- Views TV programmes

The above-mentioned are some of the instances of communication. Which give the clear idea about the phrases 'making common' or 'shaving'.

Business communication:

Now, it is easy to understand the term 'Business Communication.' communication is the specialized branch of general communication and is concerned with business activities. Business Communication is a process in which one person expresses his/her thoughts, opinions, ideas, information, facts, knowledge etc. to another person in business organization for carrying out business activities. With respect to a business, the communication may be intra-organizational and inter-organizational. A business organization also constantly communicates with all its stakeholders.

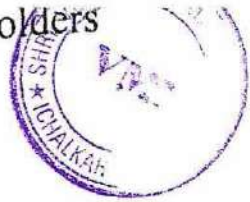
In other words, the term 'Business Communication' refers to the process of transferring information from one person to another, within and outside the business environment. Communication is regarded as a critical element in the success of any business.

William Scott defines Business Communication, as 'administrative communication is a process which involves the transmission and accurate replication of ideas ensured by feedback for the purpose of eliciting actions which will accomplish organizational goals.'

1.3.1 Importance of Business Communication :

The business communication occurs in highly structured settings, which takes place within an organization (intra-organizational) and between the organizations (inter-organizational) and its environment. Business organization depends on outside people and groups for its success. The communication in the business organization is always goal-oriented. The study shows that the managers usually spend more than 60 percent of their time on communicating with the people. No managerial function can be performed without communication. The communication in business setting is important for the following reasons.

- 1) To persuade the target customers
- 2) To satisfy the needs of customers
- 3) To effectively market the product
- 4) To control the performance and take necessary remedial actions based on the feedback
- 5) To improve labour-management relations

- 
- 6) To develop mutual cooperation among all employees and all stakeholders
 - 7) To develop and maintain goodwill of business
 - 8) To facilitate decision-making
 - 9) To motivate and lead employees successfully
 - 10) To keep all concerned employees and parties informed about the plans, policies and strategies of company
 - 11) To facilitate the managerial functions like planning, motivating, leading etc.
 - 12) To create interpersonal relations with subordinates
 - 13) To boost employee morale
 - 14) To achieve coordination among all individuals, groups and various departments
 - 15) To create and enhance the trust and confidence among management and employees
 - 16) To obtain feedback

1.3.2 Objectives of Business Communication :

As a specialized field of study, business communication has the following chief objectives.

- 1) To exchange the information with internal and external parties through orders, instructions, suggestions and opinions etc.
- 2) To provide the necessary information and facts for formulating the plans
- 3) To transmit the plans throughout the organization with a view of their successful implementation
- 4) To formulate business policies. Policies show the manner in which the plans are to be implemented in practice.
- 5) To harmonize the efforts of all employees working at various levels and positions in various departments of a business organization and channelize them towards accomplishment of pre-determined objectives
- 6) To direct, motivate, lead and control the employees and get the expected work done from them
- 7) To coordinate various functional departments of a business organization



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 3. to provide a means for continuing and life-long education so as to enrich the lives of people.
 4. to bring higher education within the reach of those who have had no access to it.
 5. to democratize higher education by providing access to large segments of the population- particularly the disadvantaged groups such as those living in remote and rural areas, including working people, women and other adults who wish to acquire and upgrade their knowledge and skills through studies in various fields.
- to help those who wish to improve their educational qualifications and are interested in undertaking advanced studies of their interest, without being required to join as full time students.

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Unit-4

Non verbal Expression – Body Languages, Gestures, Postures, Facial Expressions, Dress codes

Application of Electronic Media & communications, Telecommunication, teleconferencing, FAX, E-mail, social communication network

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- 4.6 Terms to remember
- 4.7 Check your progress
- 4.8 Answers to 'Check your progress'
- 4.9 Exercise
- 4.10 References for further reading

1.0 Learning objectives

After studying this unit, you will be able:

- To understand the concept of non-verbal communication
- To comprehend the role of body languages, gestures, postures, facial expressions and dress code in communication
- To understand various modern means of communication and their applications

1.1 Introduction

Communication does not always require formal language. It may take place without utterance of any word or without writing any word. The communication that takes place between sender and the receiver of the message with the use of signs or body language is known as non-verbal communication. It is word-less communication. Non-verbal communication includes all messages other than those expressed in oral or written words. Non-verbal communication conveys the hidden message and it is most influential. Albert Mehrabian, the Professor of Psychology at University of California, Los Angeles has mentioned the 7-38-55 rule concerning the communication of emotions, in his book *Silent Messages* published in 1971. The rule states that 7 percent of meaning is communicated through spoken word, 38 percent through tone of voice, and 55 percent through body language. Therefore, understanding the non-verbal communication and acquiring the skill of reading body language are very crucial in communication. Non-verbal communication skills and knowledge of electronic media of communication and social communication networks would lead to succeed in daily life, in career, in negotiation and in business.

4.2 Presentation of Subject Matter

In this unit, the concept and forms of non-verbal communication and various electronic communication media are discussed. Especially, the unit focuses on body languages, gestures, postures, facial expressions and dress codes as forms of non-verbal communication along with the electronics media of communication like telecommunication, teleconferencing, fax, e-mail and social communication network etc.

4.3 Non-Verbal Communication : Meaning

Non-verbal communication is word-less communication. Many a times, the words are not adequate to express our feelings and reactions. When someone's feelings are too intense and complex to be expressed in words, the non-verbal communication, which helps to express true feelings more accurately, plays dominant role in communication.

Non-verbal communication refers to the ways in which people convey their emotions, needs, intentions, attitudes, and thoughts without the use of verbal language. 'Communicating a message without using arbitrary symbols i.e. words or meaning of words, is termed as non-verbal communication.'

Non-verbal communication takes place without written or spoken words and involves gestures, postures, physical appearance, facial expressions, vocal characteristics (paralanguage) etc. In short, non-verbal communication is those messages that are expressed by means other than linguistic.

The research of Albert Mehrabian has shown that body movements and gestures constitute 55 percent of effective communication. Therefore, non-verbal communication has great consideration in overall communication.

Non-verbal expressions include the following forms.

i) **Body Languages (Also known as Kinesics):** Facial expressions, Body movement, Gestures and Postures etc.

ii) **Vocal characteristics (also known as Paralanguage):** Voice, Intonation, Pitch, Pause, Volume variation

iii) **Space (Also known as Proxemics):** Intimate space, Personal space, Social space and Public space

iv) **Silence:** Sometimes the silence speaks more effectively than spoken or written words

However, non-verbal gestures do not necessarily have universal meaning, therefore the non-verbal expressions must be understood in the context of time, place, situation and cultural differences. For example, folded hands may not always communicate defensiveness; it may communicate sentiments of hope, respect or gratitude etc. Likewise, in some cultures, girls do not directly look into the eyes of

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