



**Dnyansagar Arts and Commerce College ,
Balewadi, Pune-45**

Subject – Business Communication Skill

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Presented By – Prof. Shinde. P.S.



Unit –I

Concept of Communication And Introduction to Communication



Role Of Communication In Social

- In the modern time **role of communication** is very vital like having respiration.
- We cannot think **society** without the use of **communication**. the **communication** helps persons individually to talk to some another person and exchange of ideas and information.
- it provide link between friends and relatives.



Role Of Communication In Economic System

Communication can play a vital **role** in promoting human **development**. Democracy, decentralization and the market **economy** empower individuals and communities to control their own destinies. ... Policies must encourage effective planning and implementation of **communication** programs.



PRINCIPLES OF COMMUNICATION

- **Principle** of Clarity: The idea or message to be communicated should be clearly spelt out.
- **Principle** of Attention: ...
- **Principle** of Feedback: ...
- **Principle** of Informality: ...
- **Principle** of Consistency: ...
- **Principle** of Timeliness: ...
- **Principle** of Adequacy:

7 C'S OF EFFECTIVE COMMUNICATION

- 1.COMPLETENESS
2. CONCISENESS
- 3.CONSIDERATION
- 4.CONCRETENESS
- 5.CLARITY
- 6.COURTESY
- 7.CORRECTNESS





- **1. Be correct.**

‘Go thus far and no more,’ is a dictum which the speaker would be wise to remember.

Who is being addressed? Are we right in using certain terms and expressions? Are we crossing the limit?

- **2. Be clear.**

First and foremost, we have to be clear about what we want to say. If there is a problem to be solved, ‘going straight to the point’ should be the policy.

- **3. Be concise.**

Conciseness is the essence of smartness. People would be willing to listen to us provided we don’t waste their time.

- **4. Be coherent.**

Being coherent is a combination of clarity, conciseness, and concreteness. Coherence is an outcome of strictly following the principles of being unambiguous, brief and having the courage of our convictions.



- **5. Be complete.**

When we have embarked on a task of finding a solution to a problem, we have to ensure we carry to its logical conclusion. Unresolved problems lead to further complications. Hence, we often talk about a 'sense of closure.'

- **6. Be concrete.**

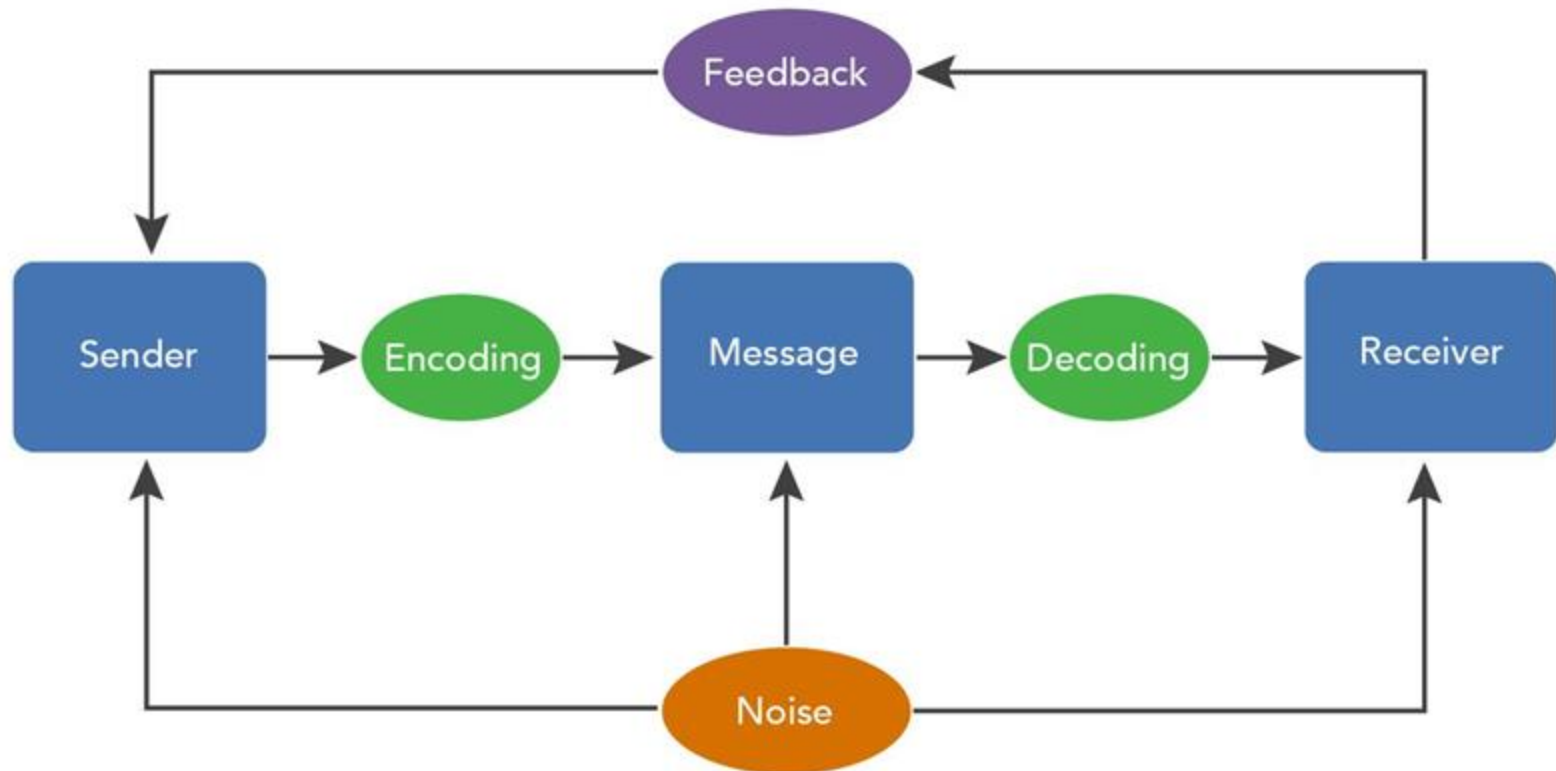
This is true, especially when we want to suggest solutions to a problem. Vague statements and innuendoes do not help. They only complicate matters.

- **7. Be courteous.**

This should be a guiding principle in anyone's life. When we are responsible for the mental well-being of those around us, we can't but be courteous. Many are under the illusion that being discourteous, rude and noisy establishes one's authority. Nothing could be further from the truth. Cantankerousness can win us neither the trust nor the respect of others.



Process of Communication





Process of Communication

- The **process of communication** refers to the transmission or passage of information or message from the sender through a selected channel to the receiver overcoming barriers that affect its pace.
- The **process of communication** is a cyclic one as it begins with the sender and ends with the sender in the form of feedback.



Process of Communication

- **1. Sender**
- The sender or the communicator generates the message and conveys it to the receiver. He is the source and the one who starts the communication
- **2. Message**
- It is the idea, information, view, fact, feeling, etc. that is generated by the sender and is then intended to be communicated further.



Process of Communication

- **3. Encoding**
- The message generated by the sender is encoded symbolically such as in the form of words, pictures, gestures, etc. before it is being conveyed.
- **4. Media**
- It is the manner in which the encoded message is transmitted. The message may be transmitted orally or in writing. The medium of communication includes telephone, internet, post, fax, e-mail, etc. The choice of medium is decided by the sender.



Process of Communication

- **5. Decoding**
- It is the process of converting the symbols encoded by the sender. After decoding the message is received by the receiver.
- **6. Receiver**
- He is the person who is last in the chain and for whom the message was sent by the sender. Once the receiver receives the message and understands it in proper perspective and acts according to the message, only then the purpose of communication is successful.
- **7. Feedback**
- Once the receiver confirms to the sender that he has received the message and understood it, the process of communication is complete.



Process of Communication

- **8. Noise**
- It refers to any obstruction that is caused by the sender, message or receiver during the process communication.
- For example, bad telephone connection, faulty encoding, faulty decoding, inattentive receiver, poor understanding of message due to prejudice or inappropriate gestures, etc.



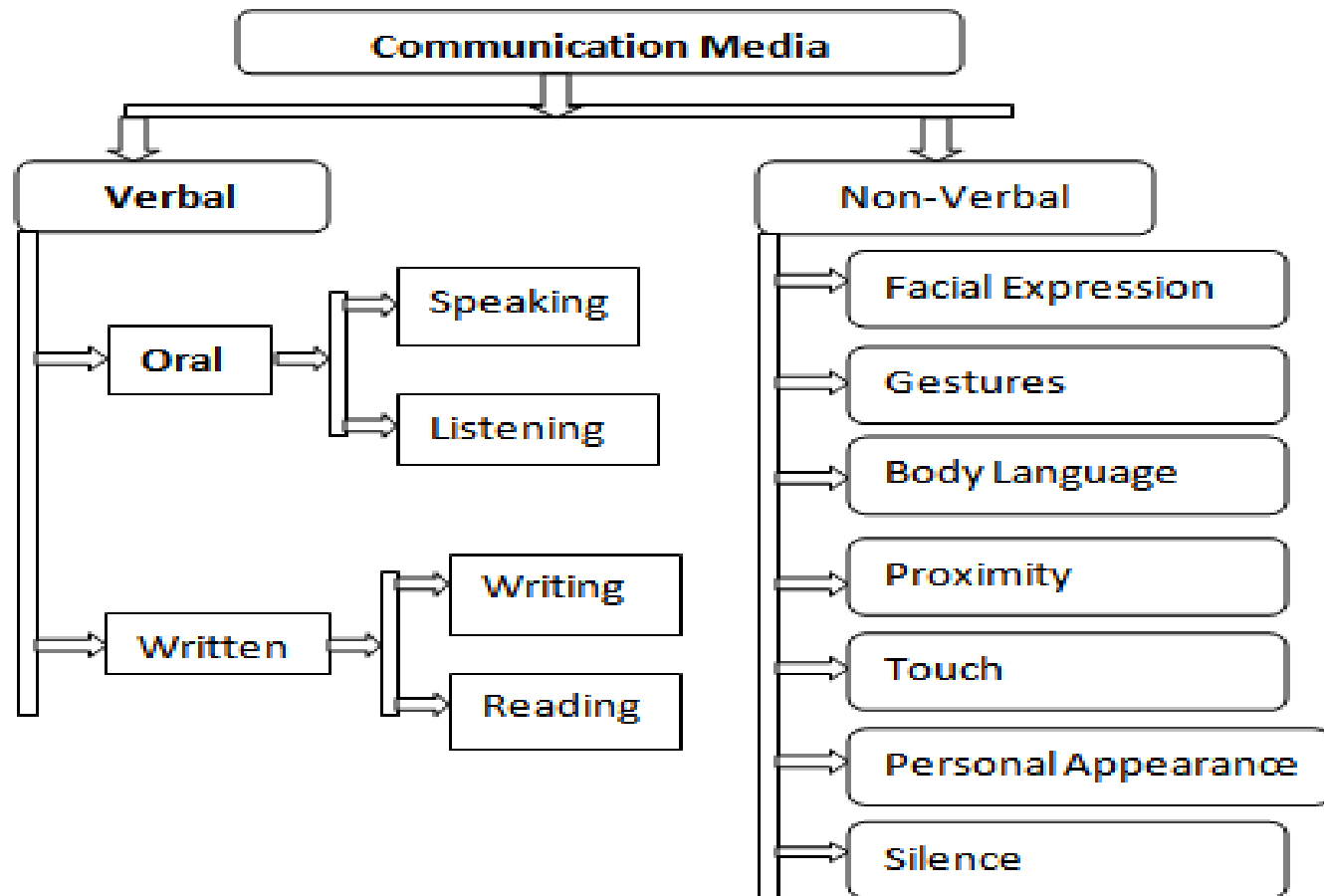
Types of communication networks in formal communication

- **Single chain:** In this type of network communications flows from every superior to his subordinate through a single chain.
- **Wheel:** In this network, all subordinates under one superior communicate through him only. They are not allowed to talk among themselves.
- **Circular:** In this type of network, the communication moves in a circle. Each person is able to communicate with his adjoining two persons only.
- **Free flow:** In this network, each person can communicate with any other person freely. There is no restriction.
- **Inverted V:** In this type of network, a subordinate is allowed to communicate with his immediate superior as well as his superior's superior also. However, in the latter case, only ordained communication takes place.



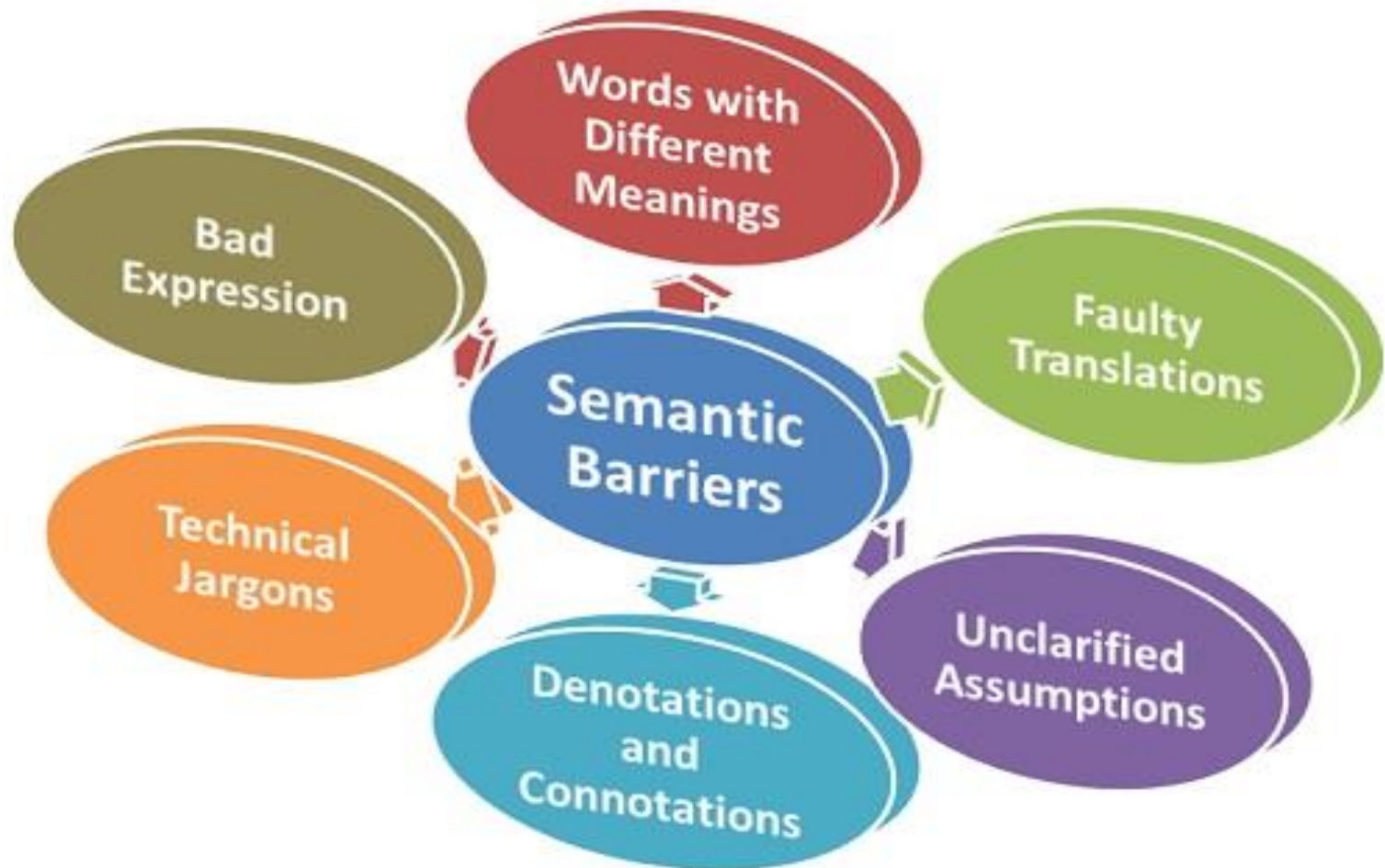
Types of communication networks in formal communication

- **Types of Grapevine network-**
- **Single strand:** In this network, each person communicates with the other in a sequence.
- **Gossip network:** In this type of network, each person communicates with all other persons on a non-selective basis.
- **Probability network:** In this network, the individual communicates randomly with other individuals.
- **Cluster Network:** In this network, the individual communicates with only those people whom he trusts. Out of these four types of networks, the Cluster network is the most popular in organizations.





Barriers of Communication





Barriers of Communication

TYPES OF BARRIER

- Physical Barrier
- Cultural Barrier
- Language Barrier
- Emotional Barrier
- Gender Barrier
- Organizational Barrier
- Perceptual Barrier



Barriers of Communication

PHYSICAL BARRIER

- Physical barriers relate to disturbance in the immediate situation, which can interfere in the course of an effective communication.
- Some of them are easy to Alter whereas, some may prove to be tough obstacles in the process of effective communication.





Barriers of Communication

HOW TO OVERCOME?

- To be updated with latest technologies.
- Choosing a suitable environment.
- Removing obstacle.
- Making signs easier to read, example, you could supplement written signs with pictures and visual signs.
- Self Motivation.



Barriers of Communication

CULTURAL BARRIER

- Cultures provide people ways of thinking--ways of seeing, hearing, and interpreting the world.
- Similar words can mean different things to people from different cultures, even when they talk the "same" language.





Barriers of Communication

HOW TO OVERCOME ?

- Cross culture environment.
- Have a thorough knowledge of your counterpart's culture background.
- Conduct effective communication workshop.
- Work in groups and run frequent meeting



Barriers of Communication

LANGUAGE BARRIERS

- Inability to converse in a language that is known by both the sender and receiver is the greatest barrier to effective communication.
- When a person uses inappropriate words while conversing or writing, it could lead to misunderstanding between the sender and a receiver.





Barriers of Communication

HOW TO OVERCOME ?

- Speak slowly and clearly.
- Ask for clarification.
- Frequently check for understanding.
- Be specific.
- Choose your medium of communication effectively.
- Be patient.



Barriers of Communication

EMOTIONAL BARRIER

- The emotional state may influence your capacity to make yourself understood and hamper your understanding of others.
- Many times, emotional barriers on your part or the part of the person you are speaking which may inhibit your ability to communicate on an effective level.





Barriers of Communication

How to overcome

- Motivation and commitment to change.
- Peer or mentor support .
- Practice expressing recognition .



Barriers of Communication

GENDER BARRIERS

- Relationships, respect, workplace authority and education are common ways men and women are pitted against each other.
- Overcoming barriers in gender communication isn't simple but can be made clear with a little patience and understanding.
- This barrier arises because men and women have different ways of thinking and communication.



Barriers of Communication

How to overcome

- The process of bridging the gap in gender communication requires the great deal of patience and understanding that only time and attention will teach.





Barriers of Communication

ORGANIZATIONAL BARRIERS

- Organizational structure greatly affects the capability of the employees as far as the communication is concerned .
- All the internal factors which stymie or block the process of communication are known as organisational barriers. Some such factors have already been discussed like restrictive environments, deceptive tactics, communication network.



Barriers of Communication

HOW TO OVERCOME?

- Poor structure to the communication.
- A weak delivery.
- The use of the wrong medium to deliver the communication.
- A mixed message.
- The message is delivered to the wrong audience.
- A distracting environment.



Barriers of Communication

PERCEPTUAL BARRIERS

- The most common problem is that the people have difference opinion .
- The varied perceptions of every individual give rise to a need for effective communication.
- We all have our own preferences, values, attitudes, origins and life experiences that act as 'filters' on our experiences of people, events and information.



Barriers of Communication

HOW TO OVERCOME?

- Start by listening to others.
- Clarify if there is confusion.
- Stay calm and be positive.





UNIT – II

Methods And Types of Communication



Methods of Communication

METHODS OF COMMUNICATION





Communication channel

- **Number of communication channels -**
- There has to be a direct channel between any of the 2 people involved in a communication. The number of direct channels which can exist with “N” number of stakeholders will be $\frac{N(N-1)}{2}$.
- As the number of stakeholder increases in a team, the number of channels increases much faster. The high number of channels can make communication very complex.
- **There are number of different types of communication channels exist as listed below:**
 - Face-to-face conversations
 - Videoconferencing
 - Audio conferencing
 - Emails
 - Written letters and memos
 - Chats and messaging
 - Blogs
 - Formal written documents
 - Spreadsheets etc.



Linguistic & Para Linguistic

Linguistic communication

- the dual-level code of the spoken language (phonological and grammatical units)
- vocal, verbal, communicative and informative

Paralinguistic communication

- tone of voice, non-vocal behavior
- information about the attitudinal, affective or emotional state
- regulation of the time-sharing of the conversation
- vocal, non-vocal, verbal, non-verbal, communicative and informative



Non Linguistic

Nonlinguistic communication is the imparting of information without using language. Or in other words, sending and receiving messages without using a **communication** system that has the characteristic features of a language as identified by **linguists**.



Non Linguistic

Feature

A **non-linguistic** is an actual or possible derivation from sentence, which is not associated with signs that have any original or primary intent of communication. It is a general term of art used to capture a number of different senses of the word "meaning", independently from its **linguistic** uses



Art of Listening

Listening Skills.

Listening is the ability to accurately receive and interpret messages in the **communication** process. **Listening** is key to all effective **communication**. Without the ability to **listen** effectively, messages are easily misunderstood.





Art of Listening

- Specific Listening Types -
- Discriminative and comprehensive listening are prerequisites for specific listening types.
- Listening types can be defined by the goal of the listening.
- The three main types of listening most common in interpersonal communication are:

Informational Listening (Listening to Learn)

Critical Listening (Listening to Evaluate and Analyse)

Therapeutic or Empathetic Listening (Listening to Understand Feeling and Emotion)



One of the best methods to communicate
Writing is one of the oldest known forms of
communication

In today's age of information and technology, writing
has become a lost art





Advantages of Written Communication

1. Effectiveness :-

Undoubtedly we can say that mass people give more priority to a written document as well as every organization announce they're an important issue in written format.

2. Permanent record :-

This is another most important facility for written communication. Every kind of written communication document are a permanent record and can preserve for further assistance.

3. Reduction of Risk:-

Written communication is one kind of evidence so, it can reduce the risk this is the most important advantage of written communication.



Advantages of Written Communication

4. Less possibility of Distortion :-

In written communication, there is less chance of distortion because there are multiple chances to revise the written communication document.

5. Alternative Method :-

Written communication can be easily used as an alternative for any method of communication.



Disadvantages of Written Communication

1. Lack of secrecy

Written communication is exposed to everyone who is concerned with the message or information. So there is a chance of leakage of information from any employees which may cause a huge loss to the organization.

2. Expensive

Such communication is expensive. It involves expenditure in purchasing paper, .ink, typewriting, and printing machine as well as the maintenance of such equipment and machines.



Disadvantages of Written Communication

3. Wastage of time

Such communication is time-consuming. From start to end it takes a lot of time. A message is sent through a mechanical device like a telephone may take a moment to reach a destination; whereas a message if sent through any written device like letter may require two, three, or even more days to reach the destination.

4. Lack of Direct Relations

Through written communication, there is very little scope for a personal relationship to grow between the sender and the receiver. Lack of personal touch may cause a communication gap or delayed communication.



Importance of Written Communication

- Written communication involves the use of written words to send a message from one point to another. Given below are some points highlighting the importance of written communication in day-to-day life.
- Written communication is important for any business entity to carry out the daily business activities.
- It helps in maintaining records of business transactions.
- Written communication like brochures and catalogs help companies to showcase their products effectively.
- Print advertisements help to market products.
- Written documents can serve as evidence in a court of law if and when required.



Forms of Written Communication

- **There are four main types of communication:**

Written, verbal, nonverbal and visual. Written communication includes email, signs, letters, magazines, books and anything else transcribed into typed or handwritten words. Verbal communication is auditory, while nonverbal communication is body language and gestures.



Qualities of Written Communication

1. Pre-thinking

Pre-thinking about the message is an important quality of effective communication. Pre-thinking enables the sender to develop a creative message and to transmit it efficiently.

2. Specific Objective

Communication occurs with specific objectives. Therefore, the communicator must know the objective of communication and must arrange the message accordingly.



Qualities of Written Communication

3. Timeliness

The usefulness of any message depends on its timely transmission. If the message is not transmitted in the appropriate time, its utility is lost. So the communicator should consider the time of communication.

4. Conciseness

Another important quality of effective communication is that the message should be concise. The concise message is one that contains only relevant and necessary facts to avoid repetition and organize properly.



Qualities of Written Communication

5. Completeness

Effective communication transmits a complete message so that the receiver can understand the full meaning of the message. The sender should not sacrifice completeness to attain conciseness.

6. Correctness

Effective communication contains only the correct messages. False, manipulated, and exaggerated information irritates the receiver and makes the communication ineffective.



UNIT - III

BUSINESS LETTERS



Meaning of Business Correspondence

- Communication through exchange of letters is known as correspondence.
- Communication through exchange of letters is known as correspondence. We communicate our feelings, thoughts etc. to our friends and relatives through letters that may be called personal correspondence.



- Definition -
- A Businessman writes and receives letters in his day to- day transactions, which may be called Business Correspondence.



Tips To Make Business Letter

- When writing directly to customers, always focus on their needs and their perspective. Put yourself in their position and imagine what it would be like receiving your letter.
- Always try to be civil and friendly even if the subject matter is stern and sensitive. Avoid informal language but do not use old-fashioned or over-formal language.
- No matter how upset you are with the recipient, try not to show your anger in your letter. You are much more likely to get the response you desire if you remain courteous.
- Humour can be used in business letters but only when the writer is completely positive the recipient will understand the joke or pun. From a business etiquette perspective it may be wise to avoid humour.



Importance of Business Correspondence

1.Help in Maintaining Proper Relationship

- Now-a-days business activities are not confined to any one area or locality. The businessmen as well as customers are scattered throughout the country. Thus, there is a need to maintain proper relationship among them by using appropriate means of communication

2. Inexpensive and Convenient Mode

- Though there are other modes of communication like telephone, telex, fax, etc. but business information can be provided and obtained economically and conveniently through letters.



Importance of Business Correspondence

3. Create and Maintain Goodwill

- Sometimes business letters are written to create and enhance goodwill. Businessmen at times send letters to enquire about complaints and suggestions of their customers.
- They also send letters to inform the customers about the availability of a new product, clearance sale etc. All this results in cordial relations with the customers, which enhances the goodwill of the business.



4. Serves as Evidence

- We cannot expect a trader to memorize all facts and figures in a conversation that normally takes place among businessmen. Through letters, he can keep a record of all facts. Thus, letters can serve as evidence in case of dispute between two parties.

5. Help in Expansion of Business

- Business requires information regarding competing products, prevailing prices, promotion, market activities, etc. If the trader has to run from place to place to get information, he will end up doing nothing. It will simply result in loss of time. But through business letters, he can make all enquiries about the products and the markets. He can also receive orders from different countries and, thus enhance sales.



Essential Qualities of a Good Business Letter

- We may classify the qualities of a good business letter as:
 - a. Inner Qualities; and
 - b. Outer Qualities



Inner Qualities -

- The inner qualities of a good business letter refer to the quality of language, its presentation, etc .



- Simple - Simple and easy language should be used for writing business letters.

Clarity - the language should be clear, so that the receiver will understand the



- Accuracy - The statements written in the letter should be accurate to, the best of the sender's knowledge. Accuracy demands that there are no errors in the usage of language - in grammar, spellings, punctuations etc.
- Completeness - complete letter is one that provides all necessary information to the users. For example, while sending an order we should mention the desirable features of the goods, i.e., their quality, shape, colour, design, quantity, etc.



Outer Qualities -

- The outer qualities of a good business letter refers to the appearance of the letter

Includes :

- Quality of paper
- Color of the Paper
- Size of the paper
- Folding of letter
- Envelope



Parts of a Business Letter

1. Heading
2. Date
3. Reference
4. Inside Address
5. Subject
6. Salutation
7. Body of the letter
8. Complimentary close
9. Signature
10. Enclosures
11. Copy Circulation
12. Post Script



Kinds of Business Letter

1. Business Enquiry Letter

- The letter written to sellers to know the details of the goods which they want to buy, like quality, quantity, price, mode of delivery and payment

2. Quotation Letter

After receiving the letter of enquiry from a prospective buyer, the sellers supply the relevant information by writing a letter that is called quotation letter



Kinds of Business Letter

3. Order Letter

- Letters written by a buyer to the seller giving the order to purchase the goods is called order letter.

4. Complaint Letter

A complaint letter is written when the purchaser does not find the goods upto his satisfaction. It is normally written by the purchaser when he receives wrong, defective or damaged goods or receives incorrect quantity of goods



Kinds of Business Letter

5.Recovery Letter

- The letter written by the seller for collection of money for the goods supplied to the buyer



UNIT – IV

Analysis of Different Media of Communication



FAX Communication

- **Importance of Fax in Communication**
- Fax provides some important or advantages that are unique over other *electronic communication* media. The advantages of **using fax** are mentioned below-
- **Universal Method of Communication:** The fax machine has made it possible to send copies of important documents including certificates, testimonials, degrees, agreements, contracts etc. from one place to another at the speed of a telephone call. For this reason, it is universally used method of communication.



FAX Communication

- **Sending Message Directly by Computer:** If a document is generated on computer, it can be sent directly using a fax modem, bypassing the need to print the document first.
- **Advantage over Telex:** Charts, graphs and other visuals cannot be sent through telex but they can be easily sent thorough fax.
- **Quickest Means of Communication:** Fax is one of the quickest means of transmitting information. In fax, the finally prepared document is inserted in the machine and almost instantly copy of the document comes out at the receiving end.



FAX Communication

Purpose Of Fax Communication

Quickest Means of Communication-

Fax is one of the quickest means of transmitting information. In fax, the finally prepared document is inserted in the machine and almost instantly copy of the document comes out at the receiving end. At last we can say that fax is used for varieties of purpose as it offers different benefits for its users.





VOICE MAIL

- A **voicemail** system (also known as **voice message** or **voice bank**) is a computer-based system that allows users and subscribers to exchange personal voice messages; to select and deliver voice information; and to process transactions relating to individuals, organizations, products, and services, using an ordinary phone.
- The term is also used more broadly to denote any system of conveying a stored telecommunications voice messages, including using an answering machine. Most cell phone services offer voicemail as a basic feature; many corporate private branch exchanges include versatile internal voice-messaging services, and ***98** vertical service code subscription is available to most individual and small business landline subscribers.

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VOICE MAIL

- **How do we access our voice mail-**
- From a touch-tone phone, dial your phone number.
- Once you hear your greeting, press the star (*) key.
- Enter your Passcode.



VOICE MAIL

- **Setup Your Voice Mail –**
- In Microsoft 365, you can record a greeting, edit call answering rules, set up Outlook Voice Access, edit text message and email notification settings, and turn on voice mail preview using Outlook on the web.
- To access voice mail settings in the new Outlook on the web, select **Settings > View all Outlook settings > General > Voice mail**.
- To access voice mail settings in classic Outlook on the web, select **Settings > Mail > General > Voice mail**.
- To access voice mail settings in Outlook for PC, select **File > Manage Voice Mail**.



VOICE MAIL

- **Preview Voice Mail message Send and Receive.**
- Voice mail preview enables you to preview the text of voice messages you receive. You can also have text previews included with voice messages you send.
- **To turn on Voice mail preview**
- Under **Voice mail**, select **Voice mail preview**.
- Select or deselect the options you want. Both are selected by default.
- Click **Save**.



E- MAIL

- Electronic mail, most commonly called email or e-mail since around 1993, is a method of exchanging digital messages from an author to one or more recipients. Email operates across the Internet or other computer networks.
- Email is an information and communications technology. It uses technology to communicate a digital message over the Internet. Users use email differently, based on how they think about it. There are many software platforms available to send and receive. Popular email platforms include Gmail, Hotmail, Yahoo! Mail, Outlook, and many others.





E- MAIL

- **The first step in writing e-mail message:**
- **Identify the purpose** of the message and determining what the recipient reading the message has to do.
- **Focus your objective.** Achieve the five I's: *Inform, Inquire, Influence, Instruct and Incite.*
- **Focus your content.** Don't let unnecessary ideas impose on your principal message.

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Event (When to use)	Salutation
The standard way to open an email is with <i>Dear</i> , the person's name (with or without a title), and a colon.	Dear <u>Shaheen</u> : or Dear Mr. <u>Shaheen</u> : or Dear <u>Razia</u> : or Dear Ms. <u>Razia</u> :
In the context of Bangladesh, if the reader is your Customer or Superior	Dear Sir: or Dear Madam:
In the context of Bangladesh, if your reader is easy with some other salutation you can use.	Dear <u>Samad Bhai</u> :
If you don't know the reader well or if the email or the relationship is formal, use a title and a last name.	Dear Mr. Khan:
Unless you are certain that a woman prefers Miss or Mrs., use the title Ms.	Dear Ms. <u>Nusrat</u>
If you are writing to two people, use both names in your salutation	Dear Mr. <u>Alamgir</u> and Ms. <u>Farhana</u> : or Dear <u>Alamgir</u> and <u>Farhana</u> :
Do not use "Sir" or "Madam" unless absolutely certain that your correspondent is male. .	If you don't know the recipient's name and gender use Dear Sir or Madam:
If you are addressing a group of people, you can say "Dear" plus the unifying attribute.	Dear Colleagues: or Dear Team Members:
Do not use two titles in one salutation. Ex: Dear Mr. <u>Samad Sir</u> : or Dear Mr. Dr. <u>Samad</u> :	Dear Mr. <u>Samad</u> : or Dear <u>Samad Sir</u> : Or Dear Dr. <u>Samad</u> :



Complementary Closings: Below table shows some complementary closings for various circumstances.

Event (When to use)	Complementary Closings
For a professional email closing	<ul style="list-style-type: none">➤ Best regards,➤ Regards,➤ Sincerely,➤ Thank you,
For casual email closing	<ul style="list-style-type: none">➤ Best wishes,➤ Cheers,
For more formal email closing	<ul style="list-style-type: none">➤ Yours Sincerely,➤ Yours Faithfully,



Teleconferencing

- Definition is basically meeting with telecommunications medium. This is a general term to link people at two or more locations with electronics. It is a telephone meeting with two participants or more that involves in technology, which is more sophisticated than a two-way simple phone connection





Teleconferencing

Teleconferencing means meeting through a telecommunications medium. It is a generic term for linking people between two or more locations by electronics.

There are at least six types of teleconferencing: **audio**, audiographic, computer, video, business television (BTV), and distance education.





THANK YOU