

What do you mean by Communication. Explain the objectives of Business Communication.

Communication is the process of passing information (Sending) and understanding (Receiving) the same from one person to another person through of verbal and non-verbal communication. The exchanging of information by speaking, writing or using some other medium. act of transferring information from one place, person or group to another.

Introduction Of Business Communication

MEANING:- Business Communication is the process of sharing information between people within and outside a company in order to promote an organization's goals objectives, and activities as well as increase profit.

OBJECTIVES OF

BUSINESS COMMUNICATION :-

- Development of managerial skills.
- Sharing of Information.
- Conveying the right information and messages.
- Co-ordination of efforts.
- Building of human relations

2. Describe different types of communication with suitable examples.

→ Verbal Communication

Verbal communication is the use of sounds and words to express yourself.

Verbal communication refers to the production of spoken language to send an intentional message to a listener.

Examples of Verbal Communication :-

1) Verbal communication in a work setting takes place between many different individuals and groups such as co-workers, bosses and subordinates, employees, customers, clients, teachers and students, and speakers and their audiences.

2) Verbal communication occurs in many different contexts including training sessions, presentations, group meetings, performance, one-on-one discussions, interviews, disciplinary sessions, sales pitches and consulting engagements.

Non-Verbal Communication

→ Non-verbal communication is the transfer of information through the use of body language

including eye contact, facial expressions, gestures and more.

For Example: Smiling when you meet someone conveys friendliness, acceptance and openness.

Everyone uses nonverbal communication all the time whether they know it or not.

1- Vocal tone, speaking style, pitch, rate and volume all contribute to understanding the speaker.

- Fidgeting
- Facial expressions
- Head movements
- Hand gestures
- Body posture.