



## **[Frequently Asked Questions]**

### **Business Communication**

<b>Subject:</b>	Business Economics
<b>Course:</b>	B. A. (Hons.), 1st Semester, Undergraduate
<b>Paper No. &amp; Title:</b>	Paper – 104 Business Communication
<b>Unit No. &amp; Title:</b>	Unit – 1 Introduction To Business Communication
<b>Lecture No. &amp; Title:</b>	Lecture – 1 Introduction To Business Communication

## **Frequently Asked Questions**

### **Q1. What is the difference between communication and business communication?**

**A1.** Communication is a broad term which is the exchange of ideas between 2 or more persons, where as any such exchange which takes places for official like running a business, managing an organization, conducting the formal come under business communication.

### **Q2. Why is it desirable to avoid the use of jargons?**

**A2.** As jargons are special words used by a group, which are difficult for others to understand, it may happen so that not everyone in the group is familiar to all of them. As a result message may not be communicated properly.

### **Q3. Which form of communication do you use for the following situations and why?**

**a) To boost the morale of an employee?**

**b) You are not happy with a process being followed in the organisation and want to talk about it to the top management**

**c) To communicate pay-cut to employees**

**A3.** (a) Downward Communication

(b) Upward Communication

(c) Downward Communication

**Q4. What is the role of feedback in communication process?**

**A4.** Feedback plays very important role in the communication process, as it helps the sender in confirming the correct interpretation of message by the decoder.

**Q5. State 2 advantages and 2 disadvantages of informal communication**

**A5.** Advantages:

1. It fills in a gap where official information is missing at times.
2. It is a supplement in those cases where formal communication does not work.

Disadvantages:

1. It is not trustworthy as it involves the word of mouth.
2. It usually carries partial information and creates rumour.

**Q6. What are the major objectives of downward communication?**

**A6.** Below are the major objectives of downward communication:

Information transmission

Giving instructions

Receive feedback

2-way discussion

Announce decisions

Provide motivation

**Q7. Explain main line of operational communication**

**A7.** A formal channel of communication controlled by people in positions of authority in the organisation is the 'main line of

operational communication' in an organisation. All kinds of records, reports and other forms that give working information to various parts of an organisation are part of this channel.

**Q8. What is the meaning of 'You attitude'?**

**A8.** It refers to the desire, emotions, problems and response of the Receiver, as understanding the other person, his views and mental attitude is important to make the communication.

**Q9. How can communication barriers be overcome, list a few points**

**A9.** Communication barriers can be overcome by:

Avoiding credibility gaps

Feedback and upward communication

Improving listening skills

Developing writing skills

**Q10. Explain concreteness in detail**

**A10.** Concreteness is one of the 7C's of effective communication, which means being clear, specific, explicit and definite in the message. Sender must use specific facts and figures, denotative words in order to make the message concrete.