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Q.1 What do you mean by business communication? Explain the objective and importance?

Ans Business communication is the process of exchanging information to accomplish organisational objectives both inside and outside of a corporation. It entails communicating with departments, clients, and other external stakeholders in addition to staff members.

Objectives:

① Information sharing: Make sure that data is exchanged accurately and promptly.

- ② Decision making : Support rational decision-making procedures.
- ③ Coordination : ~~Coordinations~~ activities between departments and teams.
- ④ Motivation : Clearly conveying goals to staff members will inspire them.
- ⑤ Relationship Building : Encourage confidence among interested parties.

Importance : Teamwork, efficiency, and decision-making are all improve by effective business communication. It eventually contributes to organisational Success by ensuring openness,

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raising morale, and forging strong bonds with internal and external stakeholders.

Q2 What do you mean by communication process? Explain element of communication process?

Ans The communication process is the exchange of information between a sender and receiver through a specific medium. It involves encoding, transmitting, and decoding the message to achieve mutual understanding.

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Elements of the Communication process:

- ① Sender: The person or entity initiating the message.
- ② Message: The content or information being communicated.
- ③ Encoding: Converting the message into symbols or language.
- ④ Channel: The medium through which the message is sent (e.g., verbal, written, digital).
- ⑤ Receiver: The person or group receiving the message.
- ⑥ Decoding: Interpreting the encoded message.

⑦ feedback : The response from the receiver to the sender, ensuring the message was understood.

⑧ Noise : Any interference that distorts the message.

Each element plays a critical role in ensuring successful communication.

Q3 Discuss the advantages and disadvantages of oral and written communication.

Ans Oral communication

⊗ Advantages : Quick, allows instant feedback, and encourages personal interaction.

⊗ Disadvantages: Can be misinterpreted, lacks a permanent record, and may lead to informal exchanges.

Written Communication

⊗ Advantages: Provides a permanent record, ensures clarity, and can be revised before sending.

⊗ Disadvantages: Slower feedback, can be time-consuming, and lacks the personal touch of face-to-face interaction.