

# Business Communication

By: Dharamdeep

This reference book can be useful for  
BBA, MBA, B.Com, BMS, M.Com, BCA, MCA  
and many more courses for Various Universities



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# CONTENTS

<b>S.No.</b>	<b>Page</b>
1. Greetings and Introductions .....	1
2. Company Profile/Jobs and Responsibilities .....	12
3. Getting Ready for the Job Market .....	16
4. Responding to Advertisements .....	23
5. Interviews .....	33
6. Communicating Across Cultures .....	86
7. Features of Written and Oral Communication .....	100
8. External Communication .....	110
9. Writing Reports .....	135
10. Writing Proposals .....	146
11. The Process of Writing .....	152

# Sample Preview of The Chapter

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# BUSINESS COMMUNICATION

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*BUSINESS SOCIAL SKILLS AND THE RECRUITMENT PROCESS*



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## Greetings and Introductions

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### **INTRODUCTION**

The greeting is the most important aspect of the business communication. In the business dealings, it has been estimated that 85 per cent of the lost sales occur during the first fifteen seconds of the conversation. And in not just the sales but any other business engagement, an effective greeting is essentially important. There are various keys to an effective greeting which include smile, speak and act sincerely, enhancing the self-esteem of the person you are talking to, ask questions which are non-threatening to your listeners, etc. In this chapter, we will talk about small talks, skills necessary for small talks, and the importance of small talks. Apart from small talks we will also look in to corporate entertainment.

### **CHAPTER AT A GLANCE**

Before we get to the small talks let us first understand the term “communication”.

### **COMMUNICATION**

The word ‘communication’ is derived from the latin term ‘communicare’ or ‘communico’, both of which means ‘common’. But communication is not merely transmission of meaning from one person to another through symbols. It implies that the system of communication is commonly owned, accepted and

recognized by the members of a community. It enables them to acquire, exchange, store, retrieve and process information. Communication is thus essentially a social affair.

Hundreds of explicit and implicit definitions of communication have been published in related literatures for use by scholars, students and practitioners trying to describe, predict and understand communicative phenomena. These definitions vary around the common language definitions, with variations depending on individual scholarly interests and general scholarly trends. The diverse definitions of communication are offered to serve as a representative, sample of ideas about communication from a wide range of disciplines.

The author would like to put the definitions of communication as below:

- (i) Communication occurs if, and only if, information moves from the input to one process to the output from a second process, the latter process being the inverse of the first process.
- (ii) We can refer to the information at the output of this inverse, receiving, process, as a communication. Communication is more complex than information; communication

2 / NEERAJ : BUSINESS COMMUNICATION

- processes are composed of multiple complementary informative processes.
- (iii) Communication is something that is communicated by or to or between people or groups.
  - (iv) The act of transmitting verbal and non-verbal information and the understanding between seller and buyer.
  - (v) The process by which information and feelings are shared by people through an exchange of verbal and non-verbal messages. In the context of medical education, its primary function is to establish understanding between patient and doctor. In an atmosphere of effective communication, patients improve faster, cope better with post-operative pain, requires less psychotropic drugs, and experience numerous other health benefits.
  - (vi) The successful transmission of information through a common system of symbols, signs, behaviour, speech, writing or signals.
  - (vii) A process by which information is transferred between at least two parties.
  - (viii) Transmission of intelligence between two points (origin and reception) without alteration of sequence or structure of the information content.

The creation of shared understanding through interaction among two or more agents. Communication depends upon interpretation of some message by the listener. Shared understanding is constructed through the detection and repair of misunderstandings (as opposed to a one-way transmission of data). The understanding created through communication can never be absolute or complete, but instead is an interactive and ongoing process in which common ground, i.e., assumed mutual beliefs and mutual knowledge, is accumulated and updated.

***In simple words, authors put the definition of communication as “the process of passing information and understanding from one person to another.”***

Communication has the following characteristics:

1. Communication is characterized by information transfer,
2. Processing takes place in communication systems,

3. Both the sender and the receiver are actively involved in a communication system, and
4. The quality of communication varies.

Not all information transmitted represents communication. Given communication is defined in terms of inverse processes, the page you are reading isn't communicating with you. You are receiving the information that is on the page because of visual processes. The author is communicating with you through process that first took ideas resulting in written text, and an inverse processes within the reader is taking written text and transforming it back into thoughts. Similarly, if one person is talking to another and is nervous, the nervousness may be communicated to anyone who can translate observed perspiring or a quivering voice or shaking hands into an understanding that the first person is nervous.

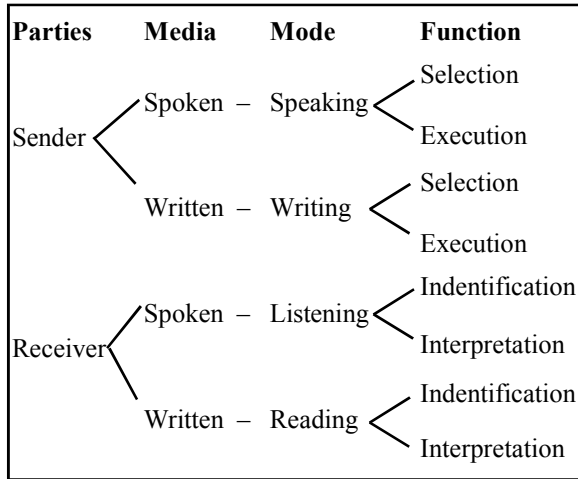
#### THE PROCESS OF COMMUNICATION

As we defined communication, we may define a communication channel as the set of components in the universe that implement the functionality needed for the communication process to take place. Because communication requires two or more information processes, a communication channel always consists of two or more information channels in series. By using the word 'needed', we refer only to those components that directly and obviously contribute to the operation of the channel, ignoring the fact that a butterfly moving on the other side of the world, does affect the performance of a communication system on the reader's side of the world.

Looked at more closely, what is essential for the communication to occur is the cooperation between two parties, one active or at the giving end and the other passive or at the receiving end.

The sender selects appropriate symbols to suit the situation and realises the meaning through speech or writing depending upon the socially regulated requirements or self-perceived needs. At the receiving end the symbols are identified and identification obviously implies recognition and realization of meaning through the interpretive process.

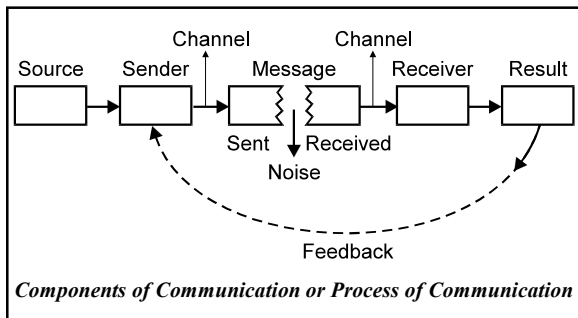
Both these processes may be summarized as follows:



Communication is thus a network of interactions and naturally the sender and the receiver keep on changing their roles.

Another aspect of communication is the deployment of a code consisting of arbitrarily evolved symbols and the determination of the appropriateness of their use in given situations, leading to the emergence of diverse communication patterns. Some of these are tangible (e.g. physical setting) and others intangible such as intellectual, psychological and emotional. Communication cannot therefore always be regarded as a momentary event. In fact, it often is a momentary intensification of a continuing, cumulative process that starts before the actual communicative event takes place and continues after it has occurred. The communicator, therefore must acquire a true perspective of not only the present requirements of the situation, but also its relationship with the past and its impact on the future.

A clear understanding of the various components and their interrelationship is shown in following figure indicating the process of communication:



It would be observed that the entire event takes place within a common frame of reference, also called communication environment. The source refers to the point of origin of a message which is encoded by the sender and transmitted through the channel to the receiver. The receipt of the message exercises an impact in communication environment leading to some result. The observance of the result by the sender is called 'feedback'. The message sent is not the same as the message received. For this a number of factors which may be collectively termed as 'noise' are responsible. It is also to be noted that all the messages do not produce the intended result. Thus, the success of communication is measured in terms of not only the effective transmission of the message, but also the achievement of the intended result. Figure indicates the processes of initiation and reaction on the part of the sender and receiver respectively. The choice of channel is determined by socio-physical factors.

#### MACRO FUNCTIONS OF COMMUNICATION

The macro functions of communication are listed below:

1. *The Emotive Function:* It is to communicate the inner states and emotions. e.g. Sorry!; Thank God!; Oh No!
2. *The Directive Function:* It seeks to affect the behaviour of others. e.g. Close the door, please; Please call up Mr. Sharma.
3. *The Phatic Function:* Opening the channel or checking that it is working. e.g. Hello, are you online?; Can you hear me?
4. *The Peotic Function:* The particular form chosen is the essence of the message. This refers to the aesthetic function of language.
5. *The Referential Information:* To carry information.
6. *The Metalinguistic Function:* Focusing attention on the code itself.
7. *The Contextual Function:* Creating a particular kind of context. e.g. OK! Let's begin the meeting now.

#### Meaning and Importance of Communication:

Effective communication is central to the success of any business organization. Communication is a pervasive activity which encompasses almost all facets of our lives.

4 / NEERAJ : BUSINESS COMMUNICATION

The term communication is derived from the Latin word “communis” which means common. Thus, communication involves rendering common ideas, opinions or information that is the sharing of ideas or opinions or information.

Communication is defined as the interchange of thought or information between two or more persons to bring about mutual understanding.

When communication is referred to in organizational context it is known as organizational communication.

The diverse definitions of communication are offered to serve as a representative sample of ideas about communication from a wide range of disciplines.

Here are some such definitions of communication:

(i) Communication occurs if, and only if, information moves from the input to one process, to the output from a second process, the latter process being the inverse of the first process.

We can refer to the information at the output of this inverse, receiving process, as a communication. Communication is more complex than information; communication processes are composed of multiple complementary informative processes.

(ii) Communication is something that is communicated by or to or between people or groups.

(iii) The act of transmitting verbal and non-verbal information and the understanding between seller and buyer.

(iv) The process by which information and feelings are shared by people through an exchange of verbal and non-verbal messages. In the context of medical education, its primary function is to establish understanding between a patient and this doctor. In an atmosphere of effective communication, patients improve faster, cope better with post-operative pain, require less psychotropic drugs, and experience numerous other health benefits.

(v) The successful transmission of information through a common system of symbols, signs, behaviour, speech, writing or signals.

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(viii) The creation of shared understanding through interaction among two or more agents.

Communication depends upon interpretation of some message by the listener. Shared understanding is constructed through the detection and repair of misunderstandings (as opposed to a one-way transmission of data). The understanding created through communication can never be absolute or complete, but instead is an interactive and ongoing process in which common ground, i.e. assumed mutual beliefs and mutual knowledge, is accumulated and updated.

In simple words, we can define communication as “the process of passing information and understanding from one person to another.”

Communication has the following characteristics:

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#### IMPORTANCE OF COMMUNICATION

**Scope of Business Communication:** Business Communication is an extensive sphere and in a business,