

***GOVERNMENT ARTS AND SCIENCE COLLEGE FOR
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II B.COM

STUDY MATERIAL BUSINESS COMMUNICATION

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COMMUNICATION MEANING

Communication implies two way process transferring information ,idea from one person to another person.

PROCESS OF COMMUNICATION

- 1.Sender
- 2.encoding
- 3.message
- 4.channer
- 5.receiver
- 6.decoding
- 7.feedback
- 8.channel

SEVEN C'S OF COMMUNICATION

- 1.CLARITY –message must be clear one.language must be simple one.
- 2.correctness -message free from all grammatical error.
3. completeness- message contain all the fact and information required by receipoemt
- 4.concretness- content of communication must be tangible one. There must be sufficient evidence for your communication.
- 5.conciseness- message must be short and precise one.
6. coherness- logical relation between the sentence and word.
- 7.courtesy –essence of communication ,sender must use polite word.

BARRIERS OF COMMUNICATIONS

- 1.EXTERNAL BARRIERS
2. ORGANISATION BARRIERS
- 3.PERSONAL BARRIERS

1.EXTERNAL BARRIERS

1.SEMANTIC BARRIERS- receiving or understanding of the message during the process of encoding or decoding of idea(eg)badly expressed words, faulty translation

2.EMOTIONAL OR PSYCHOLOGICAL BARRIERS- Arises in inter personal communication.

- a. premature evaluation
- b.inattention
- c.loss by transmission
- d.under reliance of the written words
- d. distrust of communication
- e.faliure to communicate

II. ORGANIZATIONAL BARRIERS

- a. Organizational policies - policies is not supportive to the flow of communication, not be smooth and adequate.
- b. Organizational rule and regulation- riule must restrict the flow of certain message and leave out important one.
- c. Statis relationship- superior subordinate capacity blocks the flow of communication

III. personal barrier

A.barrier t o superior

Attiitudfe of superior

Fear of challenge to authority

Insistence of proper channel

Lack of confidence in subordinate

Ignoring communication

Lack of time I

Lacxk of awareness

b.barrier to subordinate

unwillingness to communicate

lack of proper incentive

TYPES OF COMMUNICATIONS

1.ON THE BASIS OF CHANNEL

A.Verbal communication – use of words and language

b. non verbal communication – body language ,eye contact

c.visual communication-visual aid ,drawing graphic colour.

2.ON THE BASIS OF PURPOSE

A.formal communication-use certain formality

Vertical

Horozontial

Diagonial

b.informal –should not follow any formality

BUSINESS LETTER

Letter is the communication between sender and receiver in written document.

1.Formal letter-it must be official one. Send one business to another business.

2. informal letter-must be friendle one . personel letter.

PURPOSE OF LETTER WRITING

a.placing order, making enquiry,making credit request, claims, adjustment

b.permanent record they are confidential

c.style depend on the relationship between the parties concerned

ESSENTIAL OF BUSINESS LETTER

a. The heading

b. date- 2 Aug 2020

c. Inside address- means receiver address

d. Subject-optional one. Compulsory for job application

e. Reference

- f. Attention line letter goes to special person
- g. Saluation- use honorable , respected sir
- h. Body of the letter- introduction page, middle page- detail and other information, final page- polite closing
- i. Closing
- j. Signature
- k. Identification mark
- l. Enclousure
- m. Copy notation

Principles of letter writing

- a. Definite purpose-
- b. Language –crish and clear language . don't use technical jargon words
- c. Avoid long and complex sentence
- d. Standard in drafting – different style are used
- e. Attitude of the writer – whose drafting the letter it is reflecting in the letter it is reflecting in the business letter.
- f. Directness – avoid long sentence or unnecessary sentence
- g. Highlight the essential point
- h. Be tactful and sincerity
- i. Free from mistake
- j. Check list

TYPES OF INTERVIEW

A.STRUCTURE INTERVIES

A,unstructured- non directed by question,or command as to what the candidate to ask . there is no set of format. Candidate express his idea , knowledge, background etc.

b.structure- follow the printed form where mention the serious of question and acxcepted by the person.

II.PURPOSE

a.depth interview- candidate knowledge about four area.

b.stress- how a candidate behave in a stress situation.

c.appraisal- done at a performance stage –after the job selection it can be done

CONTENT

- a. situational –candidate given a hypothetical situation, what is his behavior
- b. job related- job which need experience –candidate ask question related to job
- c. behavior- they will provide a situation and candidate has to tell how he behaved these situation in previously given.
- d.psychological – personality traits-reliable ,dependability.

IV.ADMINISTERED

- a.one on one interview – only two person
- b.sequential – candidate in interviewed by several person in sequence.
- c.group interview- candidate is interviewed by; group of person
- d.panel intervies- candidate is one person, panel may be two or more persn.

TYPES OF OFFER

A.FIRM OFFER- is a quotation which will remain open for acceptance within a specified time.

-sellor is bound to abide by the term offer

b.OFFER WITHOUT ENGAGEMENT- seller does not bind himself to accept an order all the price stipulated without further negotiation.

GENERAL HINTS FOR WRITING OFFER

Great care must be taken

Nature of goods should be described clearly

Weight or quantity of the goods

Terms of payment

Mode of transport

Place of delivery

Time of delivery

Packaging and forwarding charge.

RESUME PREPARTION

It is the statement showing the name of the applicant his age qualification ,reference ,experience.

STRUCTURE OF APPLICATION LETTER

a.name and address of applicant

b.name of the address of prospective employee

c.salutation

d.introductory paragraph

e.body of the letter

f.concluding paragraph

f.complimentary close

g. signature

h.enclosure

CONCEPT OF RESUME

Contain the information ,resume summary ,objective,work experience , education,and skill.

It contain the following

NAME

CARRER OBJECTIVE AN D CARRER GOAL

EDUCATIONAL QUALIFICATION

EXPERIENCE

ACTIVITIES AND AWARD

REFERENCE

HOBBIES

SIGNATURE

TECHNOLOGY IN BUSINES COMMUNICATION

E-MAIL-

Electronic message start from one computer to another . email is the technology of sending and receiving electronic message over internet by computer.

ADVANTGE OF E-MAIL

Speed

Inexpensive

Group of people

Multiple copies

Reliable

Attachment

Automated

To save message

Multimedia

Flexibility

MODERN COMMUNICATION TECHNIQUE

Fax and scanner

Computer

Internet

Role of conferencing

Video conferencing

Computer conferencing

Website

Moblle phone

e-mail

voice mail

instant message

text message

fax and scanner- is the extract copy of document made by electronic scanning and transmitted data by the tele communication link

scanner

device that scan document and convert them into digital data.

Computer

Electronic device machine performing a variety of data.

TECHNOLOGY AND BUSINESS COMMUNICATION

E-MAIL :

Meaning :

e-mail is an electronic message sent from one computer to another. e-mail is the technology of sending and receiving electronic messages over internet by computer.

Advantages of e-mail :

- * Speed
- * Inexpensive
- * Group of people
- * Multiple copies
- * Reliable
- * Attachment
- * Automated
- * To save messages
- * Multimedia
- * Flexibility

Disadvantages of e-mail :

- * Delay
- * Decrease in speed

- * Intercepted
- * Error in e-mail address
- * Distraction
- * Security Problems
- * Technical Problems

Modern communication techniques:

- * Fax and scanner
- * computers
- * internet
- * tele conferencing
- * video conferencing
- * computer conferencing
- * website
- * mobile phone
- * E-mail
- * voice mail
- * instant messaging
- * text messages

Fax and scanner:

Fax as a noun, it is an exact copy of a document made by electronic scanning

and transmitted as data by tele communication links.

Scanner:

It is a device that scans documents and converts them into digital data.

Computer:

A computer is a high powered collection of electronic devices performing a variety of information processing chores.

Internet:

The word internet is derived from two words interconnection and networks. It is also termed as the "net".

Tele conferencing:

A tele conference is a telephone meeting among two or more participants involving technology more sophisticated than a simple two way phone connection.

video conference:

video conference is the closest thing face to face interaction. this device help to connect with employees anywhere across the globe.

Website:

A website is a set of related web pages published by an organisation or individual.

Mobile Phone:

Mobile phone is used as an instrument or device to communicate messages. It is very useful in case of emergency.

Voice Mail:

It is a communication service on a telephone line. It is a computer based system that allows users subscribers to exchange personal voice message, deliver voice information.

Social Networking:

Social networking is the practice of expanding the number of one's business / or social contacts by making connections through individual through social media.

Social media refers website and applications that are designed to allow people to share content quickly, efficiently and in real time.

Facebook is a popular free social networking website, that allows registered users to create profiles, upload photos and video send messages and keep in touch with friends, family and colleagues.

E-communication :

meaning :

E-communication means transmission of information through electronic means.

E-communication means the communication system where information is exchanged through the use of the devices of information technology.

Examples of e-communication :

- * Telephone
- * E-mail
- * Tele .text
- * Tele conferences
- * Internet.

Importances of E-communication :

* It increases productivity and profitability of the business by decrease the time and money spend on communication.

* It helps to avoid paper correspondence.

* It ensures clarity of message.

Limitations of e-communication:

- * It is the lack of communication support.
- * Another limitations of e-communication is security.