



## CORE CONCEPT OF BUSINESS MANAGEMENT & COMMUNICATION

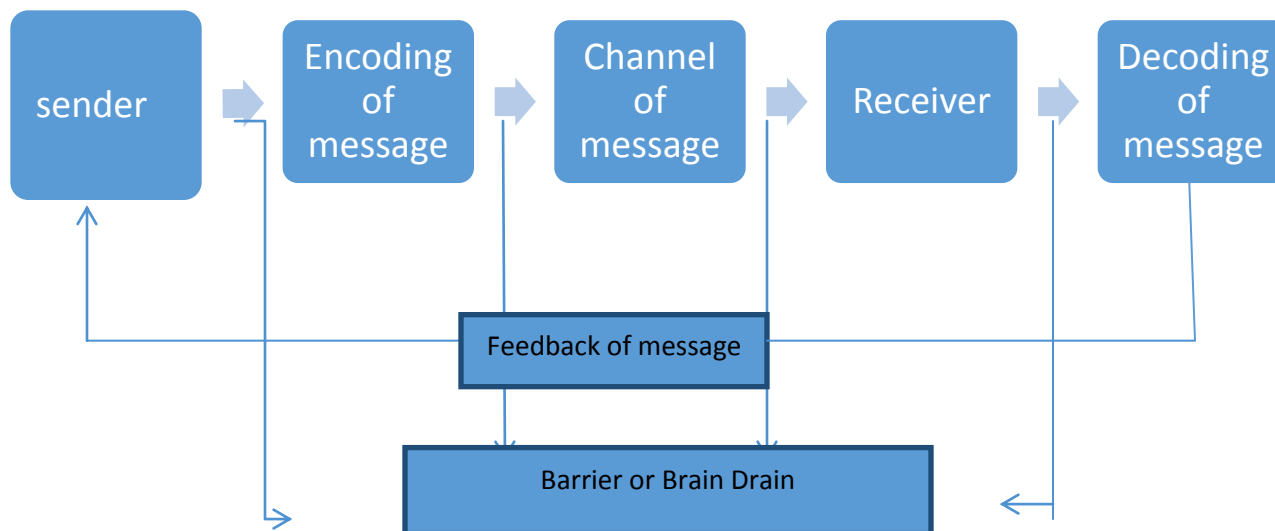
**Question 1:- Define the Business Communication, Characteristics And Process of Business Communication?**

**Answer:-** communication means Transferring the information from one person to another person is called Communication. Business Communication means convey the idea, facts, emotions, plan etc. related to business information through transmission from one person to another person is called Business Communication

### CHARACTERISTICS OF BUSINESS COMMUNICATION

1. Two way process
2. Continuous Process
3. Sharing information
4. Understand to other person

### PROCESS OF COMMUNICATION OR CYCLE OF BUSINESS COMMUNICATION

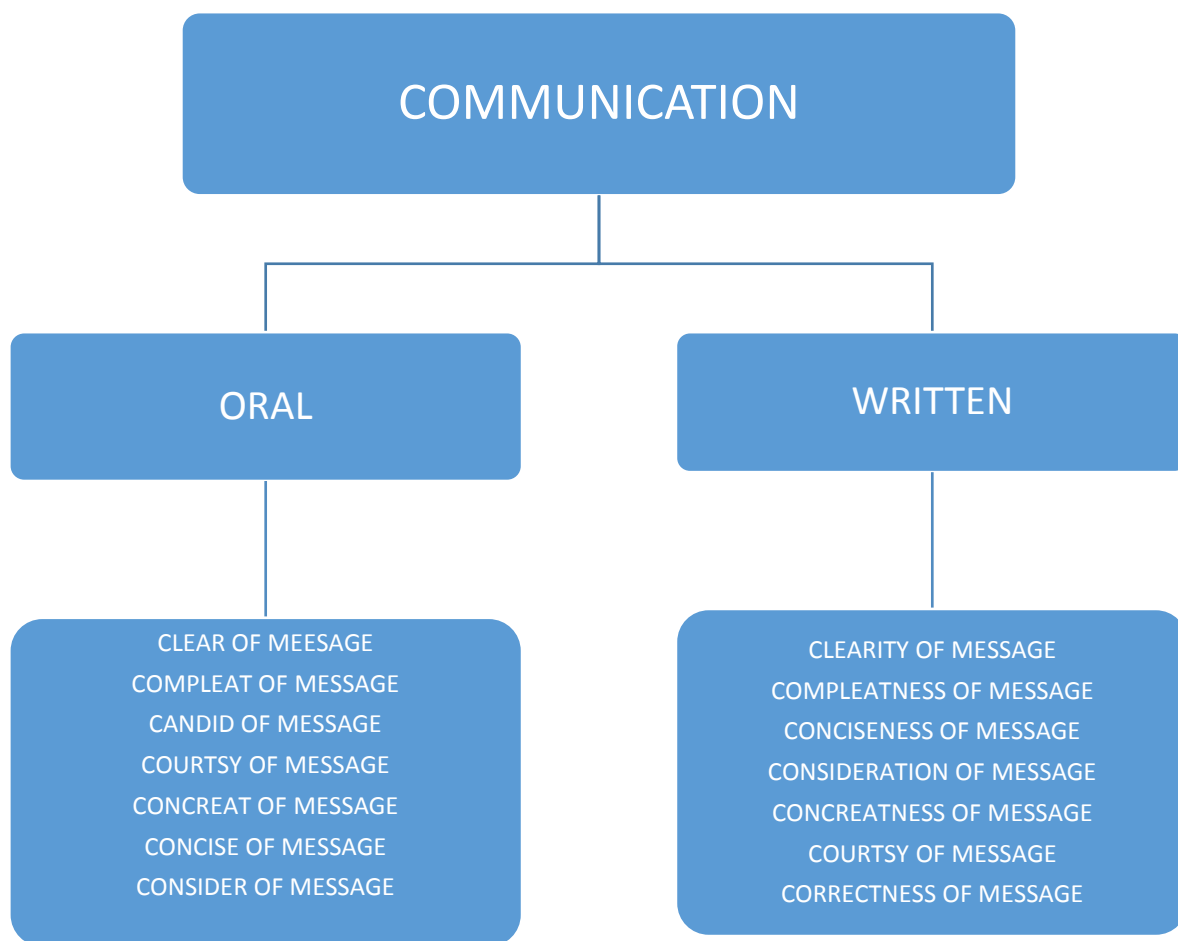




1. Sender Of Message
2. Encoding of message
3. Channel of message
4. Receiver of message
5. Decoding of message
6. Feedback of message
7. Barrier or Brain Drain of message

**Question 2:- How to create a successful communication in an organization?**

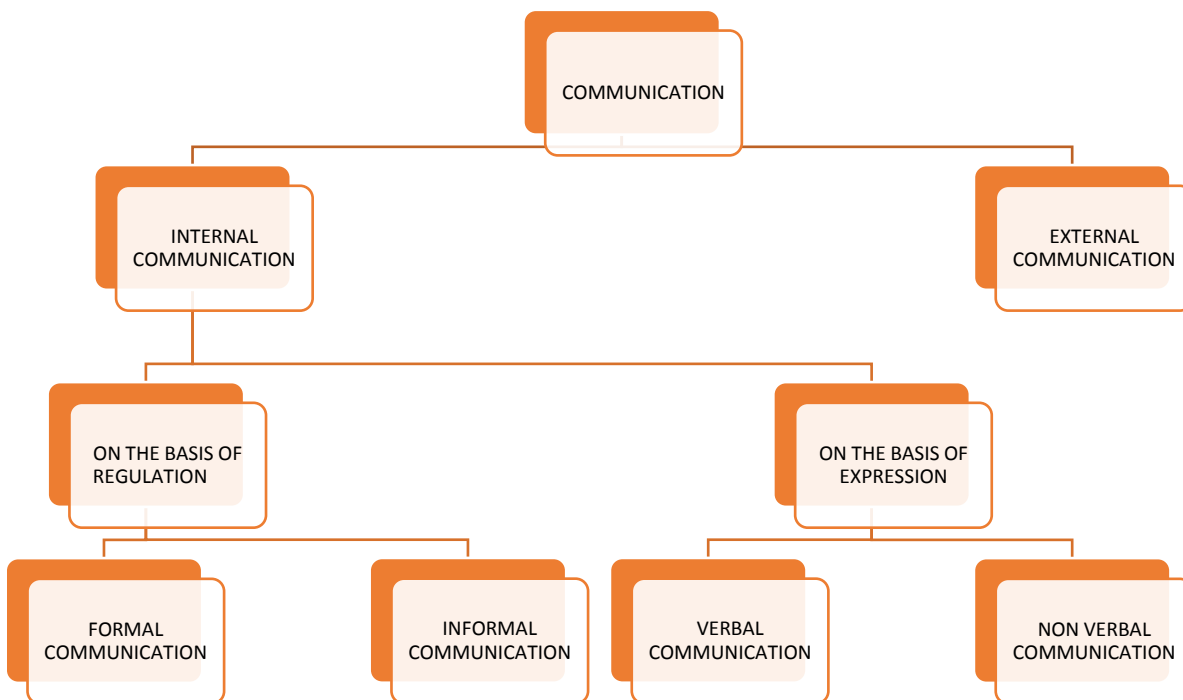
**Answer:-** In an organization message can be communicate through two way that is oral and written. There are some important principles which make an effective or successful communication channel. These are as follows:-





**Question 3:- Define the Communication structure in an Organization?**

Answer:- In an organization message can be convey through the different forms which we can show in figure and easily to understand how they run in an organization.



**INTERNAL COMMUNICATION** mean transferring the information from one person to another person with in the organization is called Internal Communication. This way basically used for two purposes one is for regulation and other is for expression. In simple language it mean for convey the plan, strategy for implementing and for understanding the information to other people who are working in the organization. This will be done by two way that is:-

- 1. Through Formal communication**( transfer the information through line or authority within the organization)
- 2. Through Informal communication** (transfer the information without any line or authority within the organization)

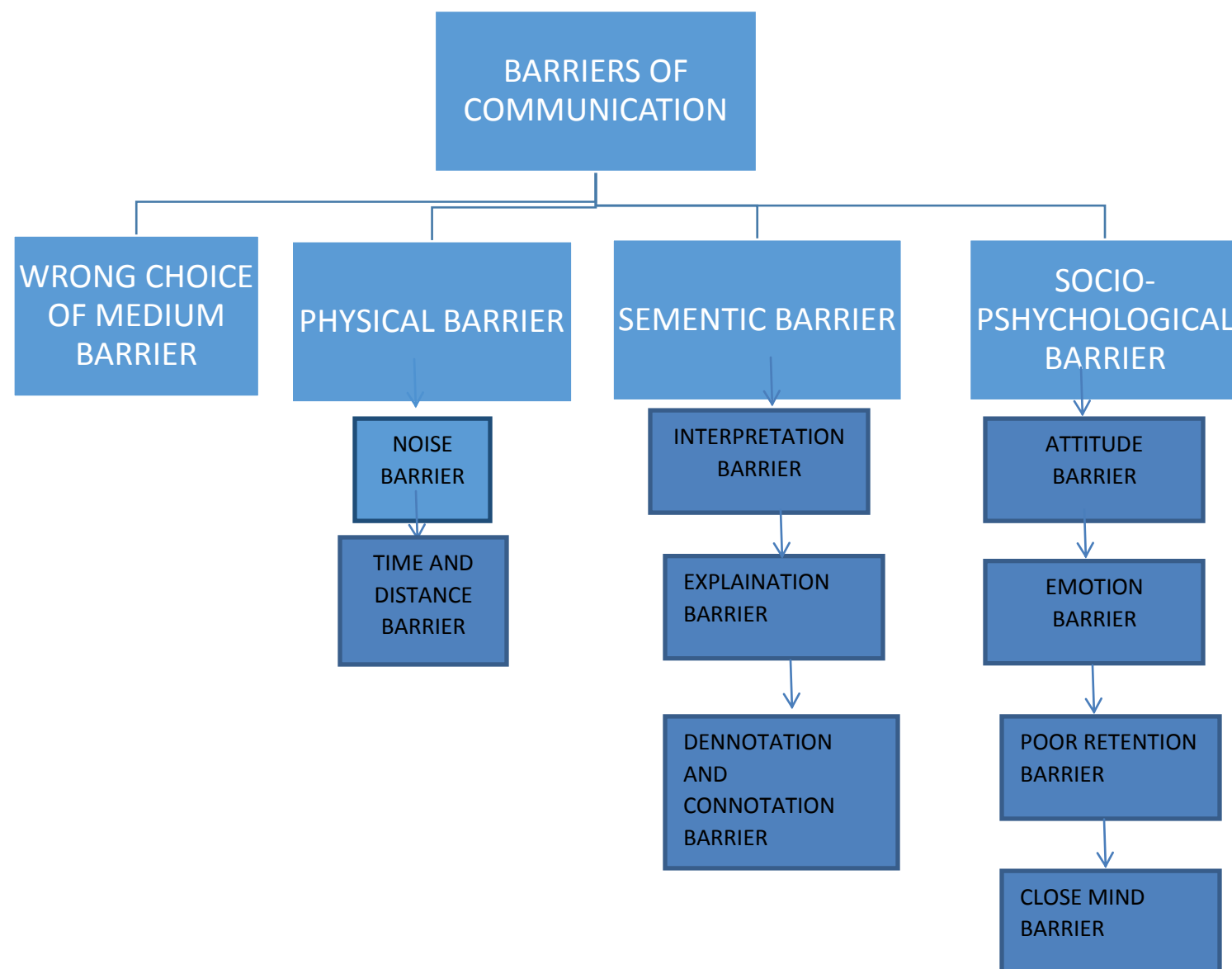
Understands the information through two ways that is:-

- 1. Through Verbal Communication**( convey the message through oral and written)
- 2. Through Non Verbal Communication**( convey the message through symbol, sign, Body Language and Paralanguage)



**QUESTION 4:- Explain the communication crisis which creatan barriers to convey the messages with in the organization?**

**ANSWER:-** Communicate the message through particular medium which help to fulfill the gap between sender to receiver, but due to some reasons message cannot be convey to the receiver . These reasons called barrier of communication. These barriers are as follows which show in a figure.





**DEPARTMENT OF COMMERCE  
D.B. COLLEGE, JAYNAGAR**

BY: DR. SHAILESH KR. SINGH

(GUEST TEACHER)

**LALIT NARAYANA MITHILA UNIVERSITY, DARBHANGA (BIHAR)**

---