

## CHAPTER 4 – COMMUNICATION

1. What are the types of business communications?

**Answer:** The different types of business communication are as follows:

Formal communication  
Informal communication  
Internal Communication  
External communication  
Mass communication  
Promotional communication

2. What is formal communication?

**Answer:** Communication that is done following the formalities of the organization's pre-established rules, policies, procedures, etc. is called "formal communication." Formal communication can be organized within the organization or between external parties.

3. What are the advantages of formal communication?

**Answer:** Organizations gain the following benefits through formal communication:

- Formal communication gets and keeps the sender and receiver's attention and makes them more aware.
- Such communication acts as a permanent document and can be used in the future when the news source needs it.
- The interdependence of messages exchanged through formal communication is high.
- Since this communication is done using specific rules and procedures, the information is authentic and the information is free from distortion.
- As long as this communication is done according to the formal structure, the transfer of information and responsibilities between the superiors and subordinates is easy and beautiful, the activities can be done well with the external organizations, and good relations

4. What are the limitations of formal communication?

**Answer:** The limitations of formal communication are as follows:

- Since formal communication has to follow the structure and rules of the organization, many times the communication process is delayed, which wastes time.

- There is a lack of flexibility as this communication uses pre-defined methods.
- Due to the formality of this type of communication, authoritarian behavior is common, which can sometimes lead to negative reactions.
- Due to the formalities involved, such communication often incurs unnecessary expenses.

5. What is informal communication?

**Answer:** Informal communication, in which messages or information are exchanged between two or more people or parties without following any predetermined rules, is called "informal communication." Informal communication can be organized between different parties inside or outside the organization.

6. What are the advantages of informal communication?

**Answer:** Organizations gain the following benefits through informal communication

- Through informal communication, the right meaning can be given to the message that was sent and received in a formal way.
- When employees talk to each other informally, they can share their personal thoughts, feelings, likes, and dislikes.
- This type of communication has no set rules, so it can spread information quickly.
- In this communication, it is possible to exchange information at any speed or with anyone at any time.
- Through this communication, quick results and feedback can be obtained.

7. What are the limitations of informal communication?

**Answer:** The limitations of informal communication are as follows:

- Informal communication may distort information or messages, leading to misunderstandings.
- Informal communication is not a good way to share sensitive or important information because it doesn't keep things private.
- Due to a lack of a reliable communication medium, real information may be exaggerated in informal communication and false information may be disseminated or exchanged due to the distortion of real information.
- In this type of communication, there is complexity in controlling messages or news dissemination.
- Most of the time, the information exchanged through this communication cannot be used as a news source.

8. What is "internal communication"?

**Answer:** Internal communication is when one person in an organization talks to another person in the same organization, or when employees of one department talk to employees of another department about issues, policies, or how to achieve the organization's goals.

9. What is the medium of internal communication?

**Answer:** The important medium of internal communication is as follows:

- Memorandum
- Instruction book
- Telephone
- Intercom
- Interview
- Conversation
- Report
- Recommendation
- Training
- Guide

10. What is "external communication"?

**Answer:** Communication between a business organization and any party outside the organization is called "external communication." Business needs always require the organization to connect with various external parties like buyers, consumers, investors, suppliers, etc.

11. What is the medium of external communication?

**Answer:** The important medium of external communication is as follows:

- Advertising and promotion
- Use of mass media
- Information delivery services
- Free day and factory visit

12. What does "horizontal communication" mean?

**Answer:** In general, the communication that takes place between people working at the same rank in different departments of an organization is called "horizontal communication." Such communication is critical for mutual understanding and the coordination of interdepartmental activities.

13. What is vertical communication?

**Answer:** Communication happening between two or more people having different levels, ranks, or designations can be defined as "vertical communication."

14. What is grapevine communication?

Answer: Internal communication using informal channels is called "grapevine communication." As this communication is spread among different people at different levels of the organization, it is called "grapevine communication." In this case, it can be seen that one employee of the organization is exchanging information or messages with another person without any hindrance.

15. What is upward communication?

**Answer:** Upward communication is the process by which news or information moves from the lower level to the higher level. In other words, it is the way that employees at the lower level of an organization talk to their bosses. Most of the time, this is how subordinates can tell their bosses their thoughts, ideas, suggestions, recommendations, complaints, etc.

16. What are the methods of upward communication?

**Answer:** The methods of upward communication are as follows:

- Oral methods: Officer-employee meeting, joint objective setting meeting, grievance redressal, direct telephone, feedback meeting, etc.
- Written methods: Direct correspondence, reports, memos, suggestion and complaint boxes, questionnaire filling, etc.
- Other methods: Open door policy etc.

17. What is "downward communication"?

**Answer:** Communication that flows from top to bottom is called "downward communication." Through downward communication, the leader of an organization tells his subordinates about any information, goals, policies, plans, or other decisions made by the organization.

18. What are the methods of downward communication?

**Answer:** The methods of downward communication are as follows:

- Oral methods: Face-to-face conversations, telephone messages, meetings, conferences, lectures, etc.
- Written methods: Letters, memos, policy notices, circulars, guidelines, etc.
- Other methods: Radio, television, signs, graphs or images, etc.

19. What do Barriers to Effective Communication Mean?

**Answer:** Several communication barriers in the workplace tend to manipulate the message that passes from sender to receiver. It leads to conflict among organizational members. Managers often cite that failure of communication is one of the significant issues in the organization. However, communication issues are often signs of long-standing problems. For example, an organization structure designed poorly may not communicate organizational goals. Imprecise

performance benchmarks may leave managers unsure of what is expected from them. However, a responsible manager will look for the causes of barriers in communication rather than just dealing with the symptoms. Barriers in communication can exist in the sender, in the transmission of messages, in the receiver, or in the feedback. Read the article below to understand nine common barriers to effective communication.

20. Write a short note on various communication barriers

**Answer:** A skilled communicator needs to have information about the different types of barriers to effective communication and try to prevent them. These barriers to effective communication can be overcome by active listening, reflection, etc. The communicator must seek feedback from the receiver of the information to check if the message was understood in its true sense. Listed below are some of the common barriers to effective communication.

- Using Jargon:

If one uses unfamiliar terms or over-complicated technical terms, it could not be understood well.

- Lack of Attention or Interest:

If the message is irrelevant to the receiver or there are distractions around (like others speaking at the same time) then the message might not be communicated properly.

- Perception Difference:

If two people see things differently then their viewpoints might come in the way of deciphering the message correctly.

- Physical Disabilities:

If the receiver has hearing problems, or the speaker has speech disabilities, then communication will not be effective. It will distort the message.

- Emotional Barriers:

Sensitive topics make it difficult for the speaker or the receiver to engage properly in the communication exchange. It could also be that some people are not comfortable expressing themselves; hence their words might not reflect the true meaning of what they want to convey. Topics that may be taboo or off-limits for some people are politics, religion, mental or physical disabilities, racism, sexuality, and any other unpopular options.

- The Difference in Culture:

Social interactions have different norms in different cultures. For example, the idea of space exists in some cultures and social settings but not in the same form in others. These cultural differences could prevent effective communication.

- Physical Barriers to Communication:

A face-to-face communication has a lot of parts to the communication than just the words. Facial expressions, body language, gestures, etc. are also involved in the whole communication process. If you can't see the person, then some messages might get lost. Text messages, phone calls, etc. are some of the technological ways of communicating which lack the effect of a personal meeting.

- Language Difference:

The difference in dialects of different regions or unfamiliar accents can make it difficult to understand the message sent.

- Prejudices:

Most people have preconceived notions about many things; hence they hear only what they want to listen to, not what is being said. These false assumptions and stereotyping lead to barriers in communication.