

BUSINESS COMMUNICATION & MANAGEMENT INFORMATION SYSTEM

communication

Communication is the act of transferring information from one place, person or group to another. Every communication involves one sender, message and a recipient.

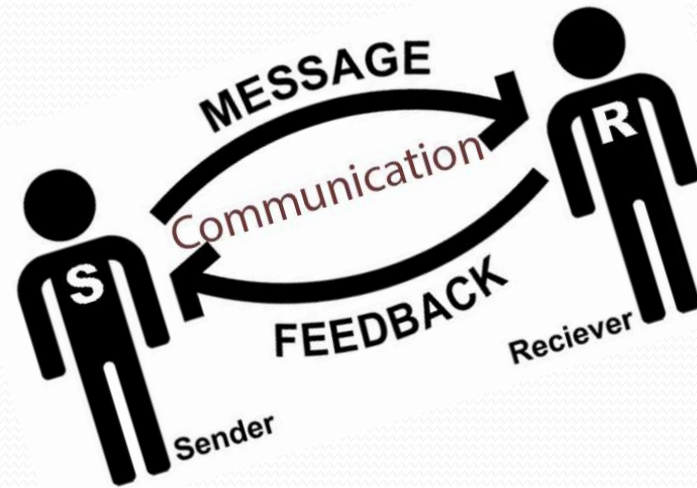
NEEDS OF COMMUNICATION:

- Act as the basis of coordination and cooperation.
- Act as the basis for decision making.
- Establish effective leadership
- Increase in managerial efficiency

- Helps in smooth working of an enterprise
- Promotes cooperation and peace.
- Motivation and morale development.

TYPES OF COMMUNICATION:

1. Verbal communication
2. Nonverbal communication
3. Written communication
4. Visual communication



Means Of Communication



FORMAL COMMUNICATION

- Maintenance of authority
- Clear and effective communication
- Orderly flow of information
- Easy knowledge of source of information

INFORMAL COMMUNICATION

- Fast and effective communication
- Better human relations
- Satisfy the social needs of the workers

Basis	Formal Communication	Informal Communication
<i>Origin</i>	Deliberately Structured	Spontaneous and Unstructured
<i>Nature</i>	Well Planned, Systematic and Authorized	Unplanned, unsystematic and unauthorized
<i>Flow</i>	Prescribed through chain of command	Unofficial channels not Prescribed
<i>Flexibility</i>	Rigid	Flexible
<i>Authority</i>	Official Channel	Unofficial
<i>Purpose</i>	To achieve Business Objectives	To satisfy personal needs
<i>Speed</i>	Time taking	Fast
<i>Accuracy</i>	Accurate, Legal and Authentic	Often Distorted, may be Rumors and Gossips
<i>Form</i>	Oral and Written	Usually Oral
<i>Source</i>	Can be traced	Cannot be traced