

BISMA
I INTERNAL EXAM PAPER 2019
MBA ISem
Communication for Management

Solution

Set- A

Long answer

Q1. Pattern of communication may be grouped into various types? Explain the Classification of communication in detail. Also discuss the advantage and disadvantage of communication?

Communication is the exchange of information, news, ideas, feelings, and views between persons. In the process of communication, information flows from sender to receiver. Organizations are mainly concerned with two types of communication. These are internal communication and external communication. Internally, communication occurs horizontally and vertically. Moreover, these communications may occur formally and informally. The following diagram shows the various types of communication:

Types of communication

Communication-based on parties involved: Communication is mainly two types on the basis of parties involved in the communication process. These are internal communication and external communication.

- **Internal communication:** Internal communication refers to the flow of information to the internal participants of an organization. It happens only within the organization. The main purpose of this communication is to ensure smooth functioning of organizational activities. Internal communication may be of two types: Vertical communication and horizontal communication.
 - **Vertical communication:** When information flows between superiors and subordinate of an organization, it is known as vertical communication. Vertical communication can be of three types: Downward communication, upward communication and diagonal communication.
 - **Downward Communication:** Downward communication occurs when information flows from superiors to subordinates. Through downward communication, superiors send organizational goals, policies, job assignments, orders, instructions etc to their subordinates.
 - **Upward Communication:** Upward communication occurs when information flows from subordinates to superiors. Through upward communication, subordinates convey their responses, reactions and performance feedback to their superiors.
 - **Diagonal or cross communication:** Diagonal communication occurs when information flows between persons at different levels who have no direct reporting relationships. Diagonal communication is used to speed information flow, to improve understanding and to coordinate efforts for the achievement of organizational goals.

- Horizontal communication: When information flows among persons holding the same position or rank in the organization, it is called horizontal communication.
- External communication: When an organization communicates with external or outside parties, it is called external communication. External parties include customers, suppliers, investors, bankers, insurance companies, government agencies, local communities etc. the main purpose of external communication is to exchange information with the outside parties.
- Communication-based on formality: Communication can be classified on the basis of the formality into two types: formal communication and informal communication.
 - Formal communication: When communication occurs by following the prescribed rules and procedures of the organization, it is called formal communication. Formal communication is governed by the established chain of command.
 - Informal communication: When communication does not follow any prescribed rule or procedure, it is called informal communication. The basis of informal communication is spontaneous relationship among the participants. Informal communication is sometimes more powerful and more effective than formal communication.

Other types of communication: There are two other useful types of communication. These are as follows:

- Personal communication: When people exchange information related to their personal lives or personal affairs, it is called personal communication. Every person engages himself or herself in personal communication. Personal communication occurs among the parties within the organization and outside the organization.
- Mass communication: Mass communication is a process of transmitting messages to a large number of scattered audiences. Through mass communication, information can be transmitted quickly to a large number of people who generally stay far away from the sources of information. Mass communication is done through radio, television, newspaper, magazine, leaflets etc.

Q2. What are the two types of communication? What are the advantage and disadvantage of written communication?

Communication means transferring thoughts, information, emotion and ideas through gesture, voice, symbols, signs and expressions from one person to another. Three things are most

important and essential in any communication process they are Sender, Receiver and the Channel (medium).

The Sender is encoding the messages in any form like voice, written or any signs. So they often called as Encoder. The Receiver is decoding the message from the sender to understand the message. So they often called as Decoder.

Channel: Any message or Information needs some channel or a medium. Example: television is an audio visual medium which decode the electronic signals into an audio-visual to the audience.

There are 2 basic types of communications:

- Verbal Communication
- Non-Verbal Communication

Advantages of written communication:

- **Easy to preserve:** The documents of **written communication** are easy to preserve. Oral and non-verbal communication cannot be preserved. If it is needed, important information can be collected from the preserved documents.
- **Easy presentation of complex matter:** Written communication is the best way to represent any complex matter easily and attractively.
- **Permanent record:** The documents of written communication act as a permanent record. When it is needed, important information can be easily collected from the preserved documents.
- **Prevention of wastage of time and money:** Written communication prevents the waste of money and time. Without meeting with each other the communicator and communicate can exchange their views.
- **Accurate presentation:** Through the documents of the written communication top executive can present the information more accurately and clearly. As it is a legal document everybody takes much care does draft it.
- **Use as a reference:** If it is needed, written communication can be used as future reference.
- **Delegation of authority:** Written communication can help the authority to delegate the power and authority to the subordinate. It is quite impossible to delegate power without a written document.
- **Longevity:** Written document can be preserved for a long time easily. That is why; all the important issues of an organization should be back and white.
- **Effective communication:** Written communication helps to make communication effective. It is more dependable and effective than those of other forms of communication.
- **Maintaining image:** Written communication helps to maintain the images of both the person and the organization. It also protects the images of the company or organization.
- **Proper information:** It is a proper and complete communication system. There is no opportunity to include any unnecessary information in a written document.

- **Less distortion possibility:** In this communication system information is recorded permanently. So, there is less possibility of distortion and alteration of the information.
- **No opportunity to misinterpret:** there is any opportunity to misinterpret the information or messages of written communication.
- **Controlling tool:** Written communication can help to control the organizational activity. The written document may be used as a tool for controlling.
- **Easy to verify:** The information and messages that are preserved can be verified easily. If there arises any misunderstanding any party can easily verify the information.
- **Others:** Clear understanding, Legal document, Acceptability, Reduction of risk, Creating confidence, Easy circulation, Wide access or coverage etc.

Disadvantages of written communication

The limitations and disadvantages of written communication are given below:

- **Expensive:** Written communication is comparatively expensive. For this communication paper, pen, ink, typewriter, computer and a large number of employees are needed.
- **Time consuming:** Written communication takes time to communicate with others. It is a time consuming media. It costs the valuable time of both the writer and the reader.
- **Red-Taoism:** Red-Taoism is one of the most disadvantages of written communication. It means to take time for approval of a project.
- **Useless for illiterate person:** If messages receiver is illiterate, written communication is quite impossible. This is major disadvantage written communication.
- **Difficult to maintain secrecy:** It is an unexpected medium to keep business secrecy. Secrecy is not always possible to maintain through written communication. Because here needs to discuss everything in black and white.
- **Lack of flexibility:** Since writing documents cannot be changed easily at any time. Lack of flexibility is one of the most important limitations of written communication.
- **Delay in response:** It takes much time to get a response from the message receiver; prompt response is not possible in case of written communication that is possible in oral communication.
- **Delay in decision making:** Written communication takes much time to communicate with all the parties concerned. So the decision maker cannot take decisions quickly.
- **Cost in record keeping:** It is very difficult and expensive to keep all the records in written communication.

- **Complex words:** Sometimes the writer uses complex words in writing a message. It becomes difficult to meaning out to the reader. So the objectives of the communication may lose.
- **Lack of direct relation:** If there is no direct relation between the writer and the reader, writer communication cannot help to establish a direct relation between them.
- **Other:** Prompt feedback is impossible, Slowness, Bureaucratic attitude, Understanding problem between boos and subordinates, lack in quick clarification and correction, formality problem, lack of personal intimacy, etc.

Q3. Listening process consists of 5 elements? Explain the elements and process of listening?

Listening differs from obeying. A person who receives and understands information or an instruction, and then chooses not to comply with it or not to agree to it, has listened to the speaker, even though the result is not what the speaker wanted.[4]Listening is a term in which the listener listens to the one who produced the sound to be listened.

Stages of Listening

Receiving

The first stage in the process of listening is receiving the speaker's message, which involves isolating the message from all other sounds and interpreting what's been said. Attending to the message is perhaps the most important part of the receiving stage because sounds have no meaning to them until they're given context. During this stage, try to avoid thinking about other things while the speaker is talking to ensure no information is missed.

Understanding

During the understanding stage of listening, we attempt to comprehend the message's meaning. It's during this stage that incorrect meaning can be applied to a message. Asking questions to fill any information gaps is the best way to better understand a message. To ensure information is understood correctly in the workplace, repeat any instructions or messages to the speaker.

Evaluating

Through the evaluating stage of listening, information is qualitatively and quantitatively assessed before a response is formed. To effectively evaluate the message, there should be no additional ambiguities or time spent sorting out insignificant points. According to Lumen Learning, this is the stage in which you determine if the information from the speaker is well constructed or

disorganized, biased or unbiased, and valid. Try to determine if the speaker's supporting points are valid, and then mentally review and summarize what's been said.

Responding

The responding, or feedback, stage is when the listener indicates their involvement in the conversation through either verbal or non-verbal cues. This stage is based on both short- and long-term memories, and it creates action in what would otherwise be a passive procedure. During this stage, the listener may ask questions, nod, take notes, give applause or simply sit in silence. The key is to give the speaker regular feedback to display interest.

Remembering

If the listener is unable to remember what the speaker was saying, chances are they were not effectively listening. While complex messages that contain many details require developed listening skills, some messages can be misinterpreted because of a small distraction, in which the listener misses out on information before they focus on listening again.