

2ND SEMESTER**Paper: GE-2.1 Chg****Module II****Business Communication****Topic: Tools of Communication.****What is a communication tool?**

A communication tool may be described as any such device or application which fosters the process of effective communication. It is a medium which assists the exchange of information between the sender and the receiver. Email, telephones, fax, internet calling: google voice and others, SMS/text messaging, instant messaging are some examples of modern day communication tools.

State the determinant factors of tools for communication.

Speed: Speed is an essential determinant of the tools for communication, quicker and error free delivery makes it a viable option for effective communication

Cost: Transmission of messages involves costs; modern tools of communication such as E-mail, telephones and fax are far more cost effective when compared to conventional tools like couriers or post.

Distance: Conventional modes of communication over long distances take up much time and there might be a delay in delivery of the message or it may get lost during transit. Modern tools for communication help overcome such barriers.

Mass Communication: Dissemination of messages is easier with modern tool of communication due to its wider reach and better accessibility.

Secrecy: Modern tools of communication facilitate confidentiality as most tools revolve around end to end user experience.

Preservation: Modern tools of communication are better suited for the purpose of archiving as they are space saving and easily accessible.

Write short notes on:**Email**

Electronic mail or e-mail is a system of electronic correspondence by which users send and receive messages over a network of computer and telecommunication links.

Users can send messages to single addressees or broadcast them to multiple recipients. When a message arrives within the inbox, the recipient may choose to read, print, forward, store, or delete it. Further different emailing platforms provide various features depending on the type of account. Gmail, Outlook, and Yahoo are examples of some platforms which host email services. There are also other platforms which enable users to set up their own business email address for an additional cost.

Advantages of email.

1. It has a wide scope as it enables users to communicate across geographical boundaries instantly.
2. It is one of the quickest modes of communication and allows sending identical messages to a large number of people simultaneously.
3. It helps eliminates time barrier as it doesn't require the receiver of the message to be present at the opposite end. The message is delivered into his mailbox and it can check by the receiver by opening his mailbox at any time. Further, Message can be sent at any time i.e. day or night, resolving problems brought about by differences in time zone.
4. It is cost effective in comparison to other forms of written communication.
5. It is a secure channel of communication which ensures higher degree of secrecy.
6. It enhances efficiency as email communication is prompt and well organised.
7. It enables easy referencing as all mail are stored in cloud or remote network clusters. Moreover important mails can also be stored in storage devices such hard disk and pen drives.

Disadvantages of email.

1. It cannot compensate for real time face to face conversation owing to its highly formalistic nature and absence of feeling emotions, reaction and immediate feedback received through gestures.

2. It may lead to delayed delivery because of server failure due to high demand or network issues.
3. It involves high initial cost as users need to have access to a computer and internet facilities.
4. It requires technical knowledge and expertise so proper training is necessary for both the sender and the receiver.
5. Absence of timely response to unanswered mails and lack of redressal measures causes damage to the organization.

References:

E-commerce & business communication: sem -II Biswajit Bhadra & others - Kolkata Elegant publication 2018