

BASICS OF COMMUNICATION

Good morning students,

You are welcome to my Google class.

I am giving you a few notes on BASICS OF COMMUNICATION. Please go through them carefully. If there are any difficulties in understanding, you can leave your questions. But remember, you can put topic related questions only.

So, start your Google class. Best of luck!

1) What is communication?

Ans: Communication is the exchange of ideas, facts, opinions, information, understanding, feelings and emotion between two or more persons.

2) What is Business Communication?

Ans: Business communication is the process of transmission of information within and outside an organisation for the purpose of progress and benefit of the organisation.

3) What are the elements of communication? Explain any three.

Ans: In the cycle of communication, there are seven elements. The elements are --(i) Sender, (ii) Encoding, (iii) Message, (iv) Medium or Channel, (v) Decoding, (vi) Receiver and (vii) Feedback.

i) Sender: Sender is the person who initiates the process of communication. Sender may be a customer, a superior, a subordinate or any other person.

ii) Encoding: Encoding refers to the process preparing the message.

iii) Message: This is the subject matter to be transmitted by the sender to the receiver. It carries the information to the target receiver.

4) Write a short note on FEEDBACK.

Ans: Feedback is an important part of communication. It is reverse communication process. After getting the message, the receiver sends back his response to the sender. It denotes the success of a communication.

