

Victoria University of Bangladesh
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Ans to the Q. NO - 1

Communication —

Communication is the sending and receiving of information and can be one-on-one or between groups of people, and can be face-to-face or through communication devices. Communication requires a sender, the person who initiates communication, to transfer their thoughts or encode a message. This message is sent to the receiver, a person who receives the message and finally the receiver must decode, or interpret the message. This sounds simple enough but is more complicated.

Language involves symbols and signs and is distinct to the culture that speaks and writes in that language. Effective communication requires a shared language and understanding of common concepts. It's also important to bear in mind that a receiver may interpret what the sender puts out differently than what the sender intended and that this is less likely if the two share the same culture and language.

When communication occurs, it typically happens in one of three ways -

- Verbal
- Non-verbal
- Visual

The transmission of the message from sender to recipient can be affected by a huge range of things. These include our emotions, the cultural situation, the medium used to communicate, and even our location. The complexity is why good communication skills are considered so desirable by employers around the world: accurate, effective and unambiguous communication is actually extremely hard.

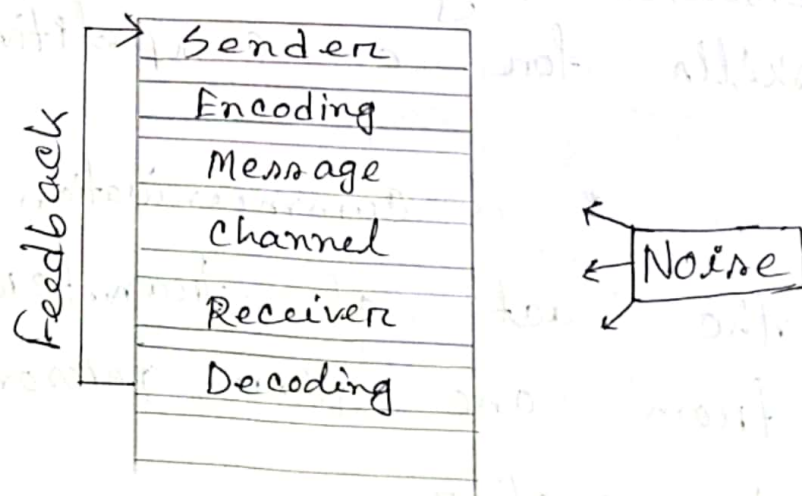
The word "communication" is descended from the Latin noun *communicatio*, which meant a sharing or imparting.

people very often take communication for granted. Communicators constantly exchange information, meaning people always seem to be either receiving or giving information. Understanding the different methods of exchanging information is important especially in business and professional settings. Many adults have chosen to go back to school and pursue a communication degree online to ensure they have strong communication skills for a competitive job market.

Communication is simply the act of transferring information from one place, person or group to another.

process of communication →

The communication is a dynamic process that begins with the conceptualizing of ideas by the sender who then transmits the message through a channel to the receiver, who in turn gives the feedback in the form of some message or signal within the given time frame. Thus, there are seven major elements of communication process :



01. Sender —

The sender or the communication is the person who initiates the conversation and has conceptualized the idea that he intends to convey it to others.

02. Encoding —

The sender begins with the encoding process wherein he uses certain words or non-verbal methods such as symbols, signs, body gestures etc to translate the information into a message. The sender's knowledge, skills, perception, background, competencies etc has a great impact on the success of the message.

03. Message —

Once the encoding is finished, the sender gets the message that he intends to convey. The message can be written, oral, symbolic or non-verbal such as body gestures, silence, sighs, sounds etc or any other signal that triggers the response of a receiver.

04. Communication channel —

The sender chooses the medium through which he wants to convey his message to the recipient. It must be selected carefully in order to make the

message effective and correctly interpreted by the recipient. The choice of medium depends on the interpersonal relationships between the sender and the receiver and also on the urgency of the message being sent. Oral, virtual, written, sound, gesture etc are some of the commonly used communication mediums.

05. Receiver —

The receiver is the person for whom the message is intended or targeted. He tries to comprehend it in the best possible manner such that the communication objective is attained. The degree to which the receiver decodes the message

depends on his knowledge of the subject matter, experience, trust and relationship with the sender.

06. Decoding —

Here, the receiver interprets the sender's message and tries to understand it in the best possible manner. An effective communication occurs only if the receiver understands the message in exactly the same way as it was intended by the sender.

07. Feedback —

The feedback is the

final step of the process of the process that ensures the receiver has received the message and interpreted it correctly as it was intended by the sender. It increases the effectiveness of the communication as it permits the sender to know the efficacy of his message. The response of the receiver can be verbal or non-verbal.

Ans to the Q. No - 2

Difference between verbal and Non-verbal communication

Communication is the act of transferring information between two or more people. It can take place by speech, sign, signal or behaviour.

There are various categories of communication, verbal communication and non-verbal communication are the main categories out of them. The main difference between verbal and non-verbal communication uses words and sounds whereas non-verbal communication uses gestures, behaviours and expressions.

Basis of comparison	Verbal communication	Non-verbal communication
Description	Verbal communication is the use of proper words and language to convey a message.	Non-verbal communication is the use of body language to convey a message.
Types	Formal and Informal communication.	Chronemics, Vocalists, Haptics, Kinesics, Proxemics, Artifacts.
Understanding	Easy to understand and immediate feedback is possible.	Difficultly to understand immediately but it can communicate emotions, feelings and lifestyle of the sender.
Time	Verbal communication leads to a prompt interchange of information.	Non-verbal communication can take more time.

Basis of Comparison	Verbal Communication	Non-verbal Communication
Place	Verbal communication doesn't essentially require the presence of both the parties at the same place.	Non-verbal communication requires the presence of both the parties at the same place.
Impact of the message	Very impactful as it is documented.	Very comprehensive as it shows the actual emotions of the person.
Conveyed through	Emails, letters, notes, reports i.e. Anything in written and oral format where words are used	Through body posture, gestures, eye contacts, face expressions i.e. any form of expression.

Basis of comparison	Verbal communication	Non-verbal communication
Transparency status	It's clear and concise.	Complex and sometimes confusing.
Usage	Verbal communication is exclusive to users of a particular language dialect.	Non-verbal communication is universal and recognized across cultures.
Clarity	In verbal communication, the message is easily conveyed and understood by the recipient.	In non-verbal communication, recipient can easily miss either some part or the whole message.
Speed	Communication is fast when compared to non-verbal communication.	Communication is comparatively slow.

Basis of Comparison	Verbal Communication	Non-verbal communication
Physical presence of parties involved	The physical presence of the sender and receiver is not necessary.	physical presence of the communicating parties is necessary.
Structure	Verbal communication is a structure communication as it has grammar rules.	Non-verbal communication is not structure; it does not have specific patterns.
Importance	The major use of verbal communication is inform, impart knowledge or can be used as a tool of persuasion.	Non-verbal communication like touch and eye contact express closeness and emotions.

Basis on comparison	Verbal communication	Non-verbal communication
Interpretation	Verbal stimuli are interpreted by the left hemisphere of the brain.	Non-verbal communications are interpreted by the right hemisphere of the brain.

communication skills are critical in all aspects of life. Improving our communication skills requires understanding the differences between verbal and non-verbal communication.

Ans to the Q. NO - 6

Rapport —

Rapport is a close and harmonious relationship in which the people or groups concerned are "in sync" with each other, understand each other's feelings or ideas and communicate smoothly.

The word stems from the French verb rapporter which means literally to carry something back and in the sense of how people related to each other means that what one person sends out the other sends back. For example, they may realize that they

share similar values, beliefs, knowledge or behaviours around politics, music or sports. This may also mean that the participants engage in reciprocal behaviors such as posture mirroring or in increased co-ordination in their verbal and non-verbal interactions.

There are a number of techniques that are supposed to be beneficial in building rapport such as, matching our body language, indicating attentiveness through maintaining eye contact and matching tempo, terminology and breathing rhythm.

In conversation, some verbal behaviors associated with increased rapport are the use of positivity, sharing personal information of gradually increasing intimacy and by referring to shared interests or experiences.

Rapport has been shown to have benefits for psychotherapy and medicine, negotiation, education, and tourism, among others. In each of these cases, the rapport between members of a dyad allows the participants to co-ordinate their actions and establish a mutually beneficial working relationship or what is often called a "working alliance. In guided

group activities (cooking class, a wine tour and hiking group) rapport is not only dyadic and customer employee oriented but also customer-customer and group-oriented as customers consume and interact with each other in a group for an extended period.

Rapport occurs when two or more people feel that they are *syno* or on the same wavelength because they feel similar or relate well to each other. Rapport is theorized to include three behavioral components: mutual attention, mutual positivity and

co-ordination. The word stems from the old French verb *rapporter* which means: literally to carry something back; and in the sense of how people relate to each other means that what one person sends out the other sends back.

Different steps to build Rapport →

Rapport must be a two-way connection between people, so it's not something that we can create by ourselves. -

01. check Appearance →

First impressions count and

our appearance should help us to connect with people, not create a barrier. A good rule of thumb is to dress just a little "better" than the people we're about to meet. However, if you arrive and see that you are overdressed, you can quickly dress down to suit the situation.

02. Remember the Basics

Always remember the basics of good communication -

→ Be culturally appropriate

→ Smile

→ Relax

- Remember people's names
- Hold your head up and maintain a good posture
- Listen carefully and attentively
- Don't outstay your welcome.

These basic tenets form the foundation of great communication. It will be hard to establish rapport without them, as they will help us to establish trust, empathy and a feeling in people that we are listening to them.

03. Find Common Ground —

Identifying common ground can help to establish rapport, so

Use small talk to find something that you both share.

Most people like talking about themselves, and the more genuine interest you show in them, the more likely they are to relax and "open up." Use open-ended questions to discover personal information: perhaps you attended the same college, share the same hobbies, grew up in the same city, or support the same sports team.

04. Create Shared Experiences —

Rapport can't grow without human interaction, and a great way to interact is to create new,

shared experiences. Shared experiences can be as simple as attending the same conference session together, or as complex as co-operating on a new management process.

05. Be Empathic

Empathy is about understanding other people by seeing things from their perspective and recognizing their emotions. So, to understand and share another person's perspective, you need to learn what makes him tick. As we've already mentioned, many people enjoy talking about their likes and dislikes, needs and wants and problems and successes, so ask open-ended questions and give them space to take.

06. Mirroring and Match

Research shows that we prefer people who we perceive to be just like ourselves. Mirroring and matching are techniques for building rapport by making oneself more like the other person. Mirroring and matching can be difficult skills to master.

Ans to the Q. NO - 7

Importance of an effective communication in Business —

Good communication is important to every major area of business, from how employers interact with their staff, to the methods they use to share important information with customers, investors and other businesses.

According to a survey, employees think a communication divide within a company could have serious business implications, including low staff morale (61%), confusion for the company's clients or customers (60%) and loss of business (31%).

Fortunately, if employers work towards developing effective communication within their organizations, they will avoid these issues and instead find ways to attract and maintain customers, create strong relationships with employees, contend with competitors and keep employee retention low. These are all key contributors to an organization's success, growth and ability to reach targets and goals.

Effective communication is a vital tool for any business owner, your success at getting your point across can be the difference between sealing a deal and missing

Out on a potential opportunity, we should be able to clearly explain company policies to customers and clients and answer their questions about our products or services. It is crucial to communicate effectively in negotiations to ensure we achieve our goals.

Communication is also important within the business. Effective communication can help to foster a good working relationship between us and our staff which can in turn improve morale and efficiency.

This guide will explain the key aspects of both verbal

and non-verbal communication, how to listen to and understand others, and how to make the best possible first impression on the people we encounter in and around our business.

When communication is effective, it leaves all parties involved satisfied and feeling accomplished. By delivering messages clearly, there is no room for misunderstanding or alteration of messages, which decreases the potential for conflict. In situations where conflict does arise, effective communication is a key factor to ensure that the situation is

resolved in a respectful manner, How one communicates can be a make or break factor in securing a job, maintaining a healthy relationship and healthy self expression.

Strong communication, particularly from managers, enables them to better instruct and inform their employees on particular tasks, goals and general performance expectations. This, in turn, minimises the risk of mistakes being made and reduces the likelihood of confusion amongst employees. A good communicator will seek to provide consistent feedback to their staff, advising them on areas for improvement and giving

praise when warranted. Even if our organisational structure operates with a long chain of command and span of control, delivering good communication throughout layers of hierarchy can still be an effective way to improve employee management.

The importance of effective communication in Business can be just from the following —

01. Smooth Running of undertaking —

The effective channel of communication facilitates the smooth functioning of the enterprise. In every form of organization, whether,

big or small, private or public, effective communication plays, vital role.

02. Vital Decision Making at Right Time-

Communication facilities of the management to take vital decision at the right time and systematic implementation of the management decisions also.

03. Effective planning and co-ordination-

Effective planning and co-ordination of activities would become possible through the media of communication. Communications are necessary upward, downward and sideways.

04. Guidance and Leadership function-

All the sources of products such as men, materials and Finance cannot accelerate productivity unless the management motivates the worker through effective communication of Ideas, objectives and programs of the organization.

05. Minimize conflicts —

Most of the conflicts in a business are not basic but are caused by misunderstood motives and ignorance of the facts of proper communication.

06. To Induce Action and to promote Employee Morale and co-operation —

The purpose of communication is to induce action or to secure inaction. It is also meant to increase employee morale and to promote the employee, Loyalty, cooperation and understanding.

07. The Base of Decentralization and Delegation of Authority —

Decentralization needs to increase the communication system, people working in an organization must have a clear understanding of their objectives and responsibilities.

08. Democratic functioning of organisation —

Democratic functioning requires a good channel of communication so that the various problems and grievances of the workers, consumers, shareholders, suppliers of materials and other categories of the people who have a direct interest in the activities of the organization could be solved in time and their valued suggestions could be incorporated in the organization policies, programs and procedures of the businesses.

09. For Better Labour Relations —

communication place a

useful role in establishing constructive labour relations. It will do important work in interpreting and explaining the workers about the management policies, future programs the company and the history of its production of the company etc.

10. Helps in moulding Attitudes —

Effective communication helps in moulding the attitudes of the workers in order to persuade, convince, cooperate and influence behaviour. This is the importance of Effective communication in Business.