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**Course Title : Business Communications**

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Course title: Business communications  
course code: Bus 212

Ans: to the Q.N (1)

(1) Business communication:

Business communication is exchanging information between employees in and those outside the organization.

Employee effective communication

to accomplish ~~org~~ organization goals.

It aims to reduce errors and en-

hance organizational procedures.

You must improve your comm-

unication abilities and processes

to accomplish effective business com-

munication. An organization uses

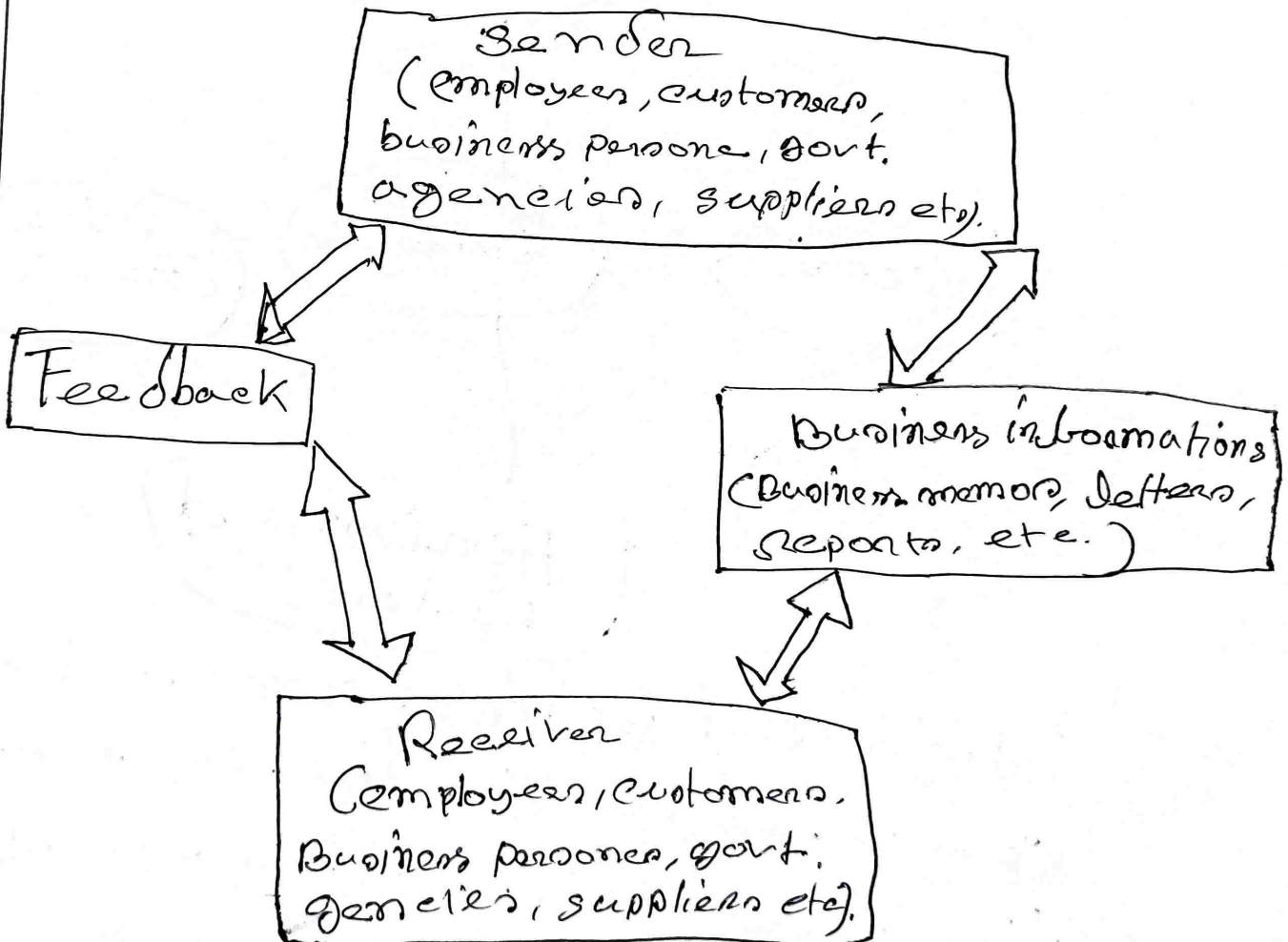
various communication techniques.

\* Essentially due to globalisation the world has become a global village thus here the importance of cross-cultural communication play a vital role. Since each and every nation has their own meaning for each and every non verbal actions.

\* The way we appear speaks a lot about us in business communication. A neat appearance speaks a lot about us in business communication. A neat appearance is half done verbal communication. But developing communication is not a day work.

## Basic elements of Business communication

- ① Sender
- ② Business information
- ③ Receiver
- ④ feedback

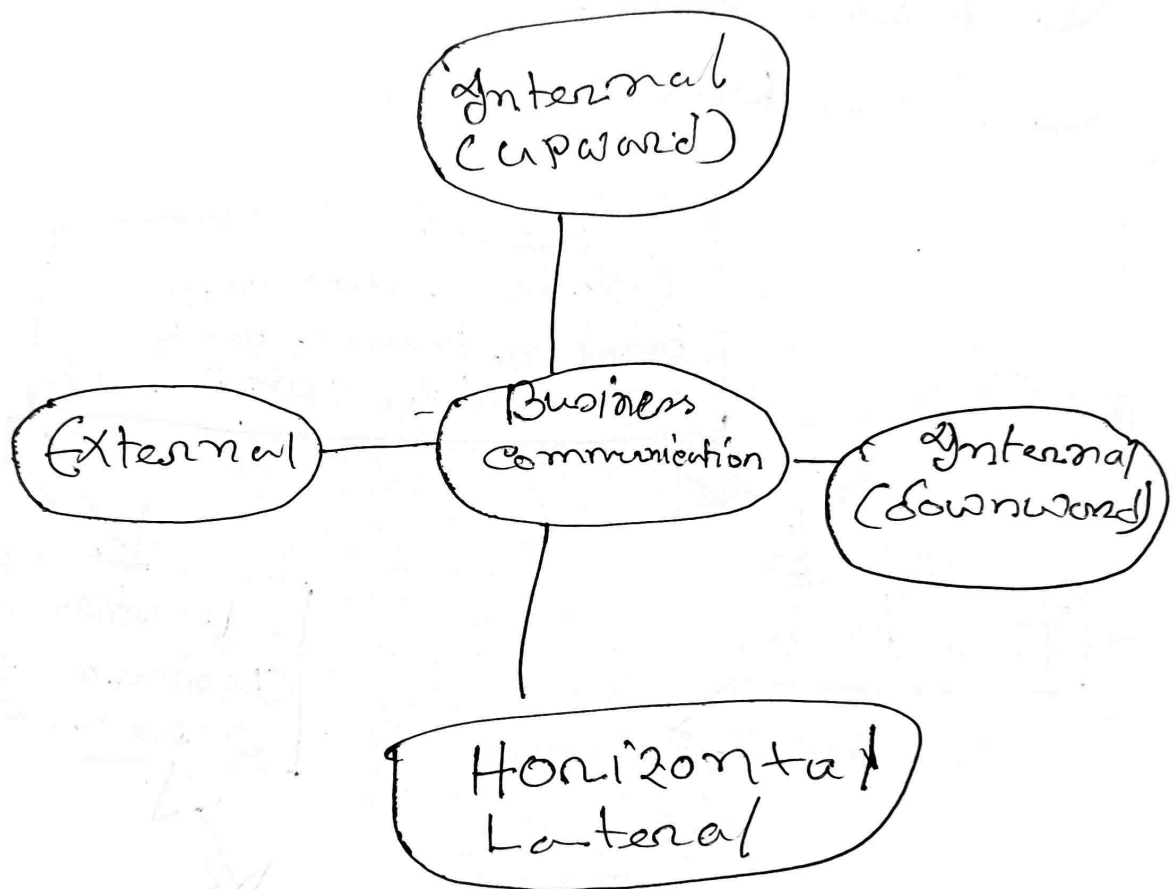


The above elements indicate business communication as a process in which information or news

Related to business is exchanged.

Types of Business Communication.

There are 4 main types of Business communication in any organization of Business.



Internal business communication means communication that occurs within the members of the organization. This communication includes both formal and informal communication.

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Effective communication is important  
in running a successful business.

Effective communication is essential  
for managing relationships with  
board, staff, customers and stake-  
holders. Poor communication can  
lead to strained relationships, and potentially  
result in lost sales and a damaged  
reputation. Read how to improve  
your business communication with  
staff, suppliers and customers.  
There are many benefits of  
improving your communi-  
cation skill. Effective communi-  
cation is the exchanging of  
information, intention and emotion  
P.T.O

It involves clearly transmitting a message and receiving acknowledgment that the message has been received and understood by your intended audience.

Effective communication also means providing acknowledgment to others that ensures they feel heard and understood. Review these key communication and personal awareness skills that contribute to effective communication. Communication improves business performance. According to us

P.T.O

Importance of effective communication in achieving success.

When communication is effective, it leaves all parties involved satisfied and feeling accomplished. By delivering messages clearly

there is no room for misunderstanding or alternation of message, 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. P.T.O



Effective communication is the key to successful business success.

Communication is the key to success in business not only because it mitigates the negative effects of misunderstanding but also because it is the foundation for excellence in sales, marketing, management, and collaboration.

Key benefits of effective workplace communication:

- \* Mitigated conflict.
- \* Increased employee engagement.
- \* Improved productivity.
- \* Improved client relations.

- \* Healthy workplace culture
- \* Improved direction from employees.
- \* Boosted employee job satisfaction
- \* Increased innovation
- \* Strengthened team building,
- \* Improved public impression.

Why is effective communication so important in Business?

The bottom line is at the heart of every business. The bottom line is a company's net income after all expenses have been paid out of its earnings. It determines whether or not you stay in business, and without effective business communication, you won't. Whether you're running your own pit's

business, or just starting out on your business career, you'll need to be a great communicator.

Communication Improves Business Performance: According to a

recent study, companies with good communication practices are three times as likely to outperform their competitors. A business ability

to compete may be the first reason for success, but it's not the only one.

Good communication builds teamwork

Good communication builds teamwork

Good teams. When team leaders are effective communications,

They inspire workers to reach

for a common goal. They make

sure everyone knows their responsibilities and how to perform them

with an open dialogue, employees

pitch in when others in the organization

need their help, and know

when to ask for help, in return

you can prevent misunderstand-

ings with good communication.

Rumors and bad will

can derail an organization

P.t'o

Company impacts customer service

Customer service relies on good communication. If you don't know what your customers want how can you give it to them? Whether you sell products or services, you need to listen to the needs of your customers, answer their questions and provide answers that make sense to them. And when customers turn to social media to communicate, you need to be quick, attentive and polite. Good communication skills will help a business become an objective.

## Answer to the Q. No (3)

3) about note:

### Elevator Speech

An elevator speech helps you make the most of a brief impression, while making new working situations easier and more productive. Be prepared with your speech and ready to answer common questions about your business and what you do. Practice your elevator speech ahead of time so that you are relaxed

and comfortable with introducing yourself.

• Your elevator speech should last no longer than 30 seconds and should convey how your product or service solves a problem for your target audience. An elevator speech could do something like,

Have you ever gotten completely lost on a website because the navigation was inconsistent, confusing and disorganized? What if I do in redesign websites for small business owners who

P.T.O

need a stronger, more coherent online presence. By learning as much as I can about the company I create a strategic plan for reinventing an existing website to be more functional and user-friendly,

An elevator speech for business is a brief, persuasive speech that you use to speak interest in what your organization does. You can also use it to create interest in a project, idea or product - or in yourself.

A good elevator speech should  
 Pit's



last no longer than a short  
elevator ride of 20 to 30 seconds  
beneath.

- \* Be brief and concise
- \* Use clear language
- \* Stick to specifics.
- \* State your beliefs
- \* Extend an invitation

③ Short notes:

Cognitive Dissonance theory

Cognitive Dissonance theory is a cognitive psychological process involved in acquisition and understanding of knowledge, formation of beliefs and attitudes and decision making. Dissonance theory argues that the experience of dissonance or incompatible beliefs and actions is aversive and people are highly motivated to avoid it. In this effort to avoid feelings of dissonance, people will avoid  
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it. By hearing views that oppose their own, change their beliefs to match their actions and seek reassurance after making a difficult decision.

In the field of psychology, cognitive dissonance is the perception of contradictory information include a person's actions, beliefs, ideas, values or feelings in the environment. Cognitive dissonance is typically experienced in psychology stress when person participate in

action that goes against one or more of those things according to this theory, when two actions or ideas are not psychologically consistent with each other people do all in their power to change them until they become consistent.

### Example's

Smoking is generally known to be harmful to health, yet people continue to smoke despite this knowledge. It presents a cognitive dissonance for the smokers who must accept that their behaviour contradicts

their beliefs about health and well-being

## Cognitive Dissonance theory

Cognitive-thoughts  
Attitudes, beliefs and  
behaviours

Dissonance  
unpleasant state  
of tension or  
anxiety

Cognitive Dissonance: when a person has two cognitions which contradict each other. Cause an uncomfortable feeling which is altered by changing the attitude or behaviour.

changing Behaviour

changing attitude

③ short note :

### Uncertainty Reduction theory

Uncertainty Reduction theory suggests that when strangers meet, their primary focus is on reducing their levels of uncertainty in the situation. Their levels of uncertainty are located in both behavioral and cognitive (psychological) processes involved in a situation and understanding of knowledge, motivation of beliefs and attitudes and decision making area. That is they may be unsure

P.T.O

of how to behave (or how the other  
 person will behave), and they may  
 also be unsure what they think  
 of the other and what other  
 person thinks of them. Further  
 people's uncertainty is both in-  
 dividual level and relational level.  
 People are highly motivated to  
 use communication to reduce  
 their uncertainty according  
 to this theory.

The uncertainty reduction theory  
 also known as initial interaction  
 theory, developed in 1975 by char-  
 les berger and Richard calabrese

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is a communication theory  
from the post positivist.  
The theory asserts the notion that  
when interactions, people need in-  
formation about the other party  
in order to reduce their uncer-  
tainty. In gaining this informati-  
on people are able to predict  
the other's behavior and resulting  
actions, all of which according  
to the theory is crucial in the  
development of our relations-  
hip.

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example:

- \* Sharing personal: talking about personal experiences can help people to get to know each other better.
- \* Nonverbal cues: By monitoring nonverbal cues, people can understand the other persons emotions and reactions.
- \* Verbal communication
- \* Information seeking
- \* Self-disclosure
- \* Reciprocity
- \* Similarity
- \* Liking

3/ Short notes

### Community engagement

While there are ~~direct~~ <sup>many</sup> definitions out there on there are people trying to define it, in its simplest terms community engagement seems to be the process of working with the community to achieve long term and sustainable outcomes, processes, relationships or initiatives. Decision making or implementation - engagement is not generally driven by a top down or bottom up model so much as by a framework or guiding principle.

principles, strategies, and approaches.

Community Engagement is the process of working collaboratively with and through groups of people affiliated by geographic proximity, special interests, or similar situations to address issues affecting the well-being of those people. It is a powerful vehicle for bringing about environmental and behavioral change that will improve the health  
p.t.o

of the community and its members. It often involves partnerships and coalitions that help mobilize resources and influence as terms, change relationship among partners, and serve as catalysts for changing policies, programs, and practices. Community engagement is therefore a strategic process with the specific purpose of working with identified groups of people, whether they are connected by geographic location, special interest or

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commitment to identifying and addressing issues affecting their well being

- \* Societal challenges.
- \* Humanitarian technology.
- \* Applying cutting edge solutions.
- \* Multi stakeholder engagement.
- \* Identifying challenge.
- \* Collaboration / knowledge partnerships.