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Business Communication - BUS 212

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Answer to the question no-2

Taking time to excelled my English communication can be extremely rewarding. if you are struggling to express yourself, focus on these strategies to excelled your skills.

① Reduce your speaking speed :- you may be an articulate in your mother tongue, but maintaining the some fluency and proficiency when communicating with others in english can be challenging. to overcome this difficulty it is essential to slow down or reduce your speaking speed.

② Practice with a conversation partner :- if possible, practice your verbal communication skill with someone who has high proficiency level or someone who is a native speaker of English. if you do not find anyone in your immediate network you can always look for online conversation partners or visit language exchange sites. this can also help excelled your written communication skills.

③ Record the conversations :- when trying to excelled your speaking abilities, you are likely to make mistakes. one way to overcome this is by recording your conversations. this allows you to listen to the recorded conversations and understand what mistake you made while speaking. you can even keep a record of your written communication, like emails and messages to discover where you can improve.

(iv) Practice with videos and music :- You can choose to listen to music or watch movies in English to relax your mind while improving your English-speaking skills. To further enhance your skills, watch movies in your mother tongue with English subtitles that you can read.

(v) Read aloud :- If you prefer reading over speaking, try to read a newspaper or book aloud. That way, you understand how you pronounce words and can identify proper grammar and sentence structure. Also, the reading aloud improves your information processing skills and ability to interpret written words.

(vi) Focus on Pronunciation :- Using digital tools and online dictionaries, you can pick up the right pronunciation of words. For example, words like *cible* and *island* are pronounced with the *f* silent. Knowing the pronunciation helps you send the right message and ensure that your audience understands you.

(vii) Learn sentences instead of words :- When learning a new word, take some time to memorise two to three sentences that contain the new word. This is important because you may know the meaning of the word but struggle to use it appropriately in a sentence when conversing with

Others. Also, when you learn a new sentence you get the confidence to use it without worrying about what word it goes with.

(viii) Improve your listening skills :- A crucial part of any communication is listening. Always remember that communication is not synonymous with talking or speaking. Listening is as important as talking. So, improve your active listening skills to understand the words and sentence structure your team member is using.

(ix) Enroll in an online English course :- To build your vocabulary and excel in your speaking and writing skills, enroll in an online self-study course. Such courses give you access to unlimited course materials and activities that can sharpen your skills.

(x) Improve your body language :- As a beginner, you may not feel confident when communicating in English. This affects your body language. Your body language is an excellent tool for building the mood of a conversation or presentation. So use non-verbal communication cues like eye contact and facial expressions. It can help you speak confidently and ensures that your audience accepts your message.

So, it is very important to excel in every one communication skills in English.

Answer to the question no - 3

Internal communication and internal marketing are related there are given below:- Both academics and practitioners have studied and developed internal communication, also as a component of the internal marketing mix.

According to the internal marketing perspective employees should be considered and treated as internal customers whose needs should be satisfied with the same attention, diligence and methods dedicated to external customers. The adoption of an internal marketing approach ensures employee loyalty, motivation and the productivity. The positive consequence is that by satisfying the needs of internal customers, an organisation should be in a better position to deliver the necessary quality to satisfy external customers.

The origin of the internal marketing is concept can be found in the works of Berry and Gronroos. According to Berry, the same marketing tools used to draw bank customers can serve to attract and retain the best employees, and earn the best performance from them.

According to this perspective, customers who purchase goods and services differ little from those who buy jobs from companies, that is

who work there. internal marketing adopts the traditional marketing to develop and distribute 'job products' to employees, the internal customers. From this perspective all employees of the firm are internal customers and must understand how they impact on customer value through organizational processes.

As argued by Keller et al. job products are defined as the information, knowledge, physical and social environment and tools necessary for internal customers to successfully perform their duties so as achieve organizational and personal workplace goals. internal customers are frontline employees who receive internal job products, and internal suppliers are those who provide such product and may consist of entire department or the firm as a whole but also supervisors and co-workers.

Rastor and Ahmed depict internal products as the values and attitudes of employees needed to achieve successful marketing strategies, and the training required to develop internal customer knowledge. Price is defined as the cost to employees of gaining the new knowledge while internal promotion pertains to effective communication to employees for examples, the use to face-to-face interactions, recognition, and reward system. This can include a combination of memos, training manuals special training by external sources and

Processes for Product receipt that Parallel their conceptualization of internal Place.

In developing these marketing strategies, attention should be paid to conventional marketing strategies, with the aim of providing services that are unique and acceptable to external customers, thus securing their loyalty. Attention is also given to the value of employees with the aim of ensuring their contribution to the overall organizational capital of the business.

Regarding internal communication as a component of the internal marketing mix opens up a wide range of potential concepts and particular consequences. First of all there is integration with external communication. As Ahmed et. al observe, if the internal communication strategies are crafted in parallel with external marketing communication, advertised promises stand better chances of being fulfilled to the required level of performance.

Internal marketing could affect the adoption of internal communication improvement and encourage employees to participate in the use of customer-focused quality management techniques for all organizational processes.

So, they all are mixing of internal communications and internal marketing.

Answer to the question no-7

The different internal communication outcomes in terms of individual outcomes there are given below:-

Internal communication outcomes:- Our analysis indicated that internal communication outcomes can be grouped into two categories, individual and organizational. Individual outcomes include the positive effects that internal communication may have on an employee as an individual. Organizational outcomes refer to the advantages that internal communication can bring to an organization as a whole. Organizational outputs can be considered second-level outputs because they exist only as long as the individual outputs exist. The organizational outputs result from the sum of the individual outputs.

Terms of individual outcomes:-

① Commitment:- Communication, as the literature documents, creates an environment for commitment and is thus an important antecedent. In practical terms, this implies that an employee is committed to, and wishes to act in, the best interests of organization because of her emotional attachment to it. Drawing on previous and original research De Bussy et al. conclude that the higher the quality of employee's task-related information, the more commitment they will have towards the organizations.

② Trust :- Another positive outcome associated with good internal communication is trust, the basis for interpersonal relationships, cooperation and stability in social institutions. Employees want to trust their companies and acquire company-related information directly. The use of new media in the workplace is positively related to the perception of mutual trust within the organization.

③ Employee and job satisfaction :- Davies and Chur define employee satisfaction as 'the degree which an employee has positive emotions towards the organization not towards the specific work role, which is part of job satisfaction.

④ Improved performance :- Internal customer performance refers to the outputs of the employee when performing his or her job duties. Proponents of internal marketing believe that satisfied internal customers achieve highest performance.

⑤ Development :- Proctor and Doukakis view internal communication as an internal part of the employee development practice. Lack of an internal communication system for employee development suggest that appropriate information is not properly communicated to staff and may not be implemented well.

⑥ Organizational supportive attitude :- De Ridder and Humen shown that high quality internal communication may promote an organizational supportive attitude, define as a positive attitude toward the organizations.

Strategic direction, commitment to the organization, the trust in management are two distinctive concepts, but they both have a positive relationship with good internal communication, which in turn affects a supportive organizational attitude positively.

⑦ Motivation :- Employees who are not informed of events become demotivated as communication is the key to motivation, according to some researchers, enlightened managers know that the more information they provide to employees the more likely they are to be highly motivated of the organization itself.

⑧ Sense of belonging :- Postmes et al. cited also by elving suggest that employees' sense of belonging as a possible outcome of internal communication and in particular, of top-down communication, does not primarily depend on the quality of their informal and social-emotional interactions with peer and proximate colleagues.

⑨ Buying in :- The notion of employees buying in to organizational vision, goals and strategy as an outcome of internal communication is identified by Thomson and Walker who say that buy-in consists of two main components. The term buy-in suggests a form of internal communication which is essentially one of persuasion as part of a top-down process.

⑩ Engagement :- Heroldaker and Gill tie internal communication to employees engagement, suggesting that it reflects a more symmetrical communication process within a conceptual framework that serves to develop employees as part of a corporate service brand. The better the communication the higher the level of engagement.

⑪ Loyalty :- Afit and Sargeant point to the concept of loyalty as an outcome of internal communication. This emerged from their research as a separate issue related to commitment. However, communicating the need for loyalty to those employee groups to whom the bank is not prepared to show loyalty in return could well serve to be warranted.

⑫ Empowerment :- Empowerment as an outcome of internal communication appears with particular emphasis in Afit and Sargeant and Proctor and Doukakis research, in their study on the internal communication system how it is communicated may be key determinants of whether employee development succeeds in the workplace.

Answer to the question no - 8

Short note :-

Motivation

Short note :- Employees who are not informed of events become demotivated, as communication is the key to motivation, according to some researchers. Enlightened managers know that the more information they provide to employees the more likely they are to be highly motivated, resulting in better performance and furthering the goals of the organization itself.

Engagement

Short note :- Herdaker and Hill (2005) tie internal communication to employees, engagement, suggesting that it reflects a more symmetrical communication process within a conceptual framework that serves to develop employees as part of a corporate service brand. Employee engagement today represents one of the company's main priorities. The goal is to make sure people have the knowledge and understanding of business priorities to guide their decision and actions, and the capability. The better the communication the higher the level of engagement.

Empowerment

Short note :- Empowerment as an outcome of internal communication appears with particular emphasis in Ait and Sargeant and Proctor and Doukakis' research. In their study on the internal communication system of two UK banks, Ait and Sargeant note that the success of internal communication in creating a greater degree of staff empowerment was a factor mentioned in the overwhelming majority of their overviews. The kind of the information presented by management and how it is communicated may be key determinants of whether employee development succeeds in the workplace.

Corporate reputation

Short note :- Based on a report titled, The most Admired Companies conducted by one of Turkey's leading business magazines, Capital Dorton finds a correlation between corporate reputation and internal communication. Companies with positive reputations differ in their attitudes towards the relation to between corporate reputation and internal communication, compared to companies with more questionable reputations. The employee is the leading stakeholder carrying the banner of corporate reputation, be it good or bad. Corporate reputation influences to

employees as well, if the company is seen as a good place to work, employees tend to be happier and more efficient and the company can recruit and retain talented employees.

Innovation

Short note:- Kamster argued that higher levels of innovation can be achieved by good communication within and between organizations and sections of organization concluding that contact among many levels in an organization is essential for enthusiastic widespread involvement in organizational goals and the creation of a supportive climate for innovation. De Bussy et al. Ruppel and Howington examined the relationship between communication and innovation from a stakeholder perspective. From a more practical point of view, the use of new media in the workplace is positively related to organizational attitudes towards innovation.