

**Victoria University  
of Bangladesh  
Final Assessment  
Spring Semester  
2023**

**Name : MD Sujan ali**

**ID : 1119460091**

**Program : BBA**

**Batch : 46th**

**COURSE CODE : BUS 212**

**COURSE TITLE : Business  
Communications**

**Submitted to : JOYEETA DATTA**

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course code: BUS 212  
course title: Business communications

Ans: to the q.m (1)

## Internal communications

Internal communication also means as it refers to a group of processes or top that are responsible for effective information flow and collaboration among participants within an organization. Internal communication involves communication between top management, management and employees. In order to achieve the organizations goals, communication is shared in various levels.

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Individuals of communicate in an organization  
Internal communication is an entire process within an organization. It includes how information is shared up and down communication channels, as well as laterally, in order to achieve the organization's goals. Communication is shared in various forms: verbal, written, and digital, within teams and company wide. External communication takes place when those members interact and communicate with an outside party. Effects

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Internal and external communication are both crucial the success of a business.

\* Face to face communication

Sometimes, it's best to go old school when communicating with employees. By communicating directly, it is easy to convey a message and discern whether it is being clearly understood. This is a good strategy to use when introducing a new program or policy to employees.

\* Corporate intranet platform

Now a days, the company intranet is one of the most used comm

1. communication channels for people in the workplace. To make the best use of this medium, you may want to set use of this some ground rules before allowing employees to use it. Can be used Decide in advance its main functions. In order to fully benefit from its use as a real time communication tool. Depending on the type of business you are running, you may also want to use this platform for company news, reference documents, forums, etc.

There must be a section set aside for socializing.

### \* E-mail correspondence

E-mail is another popular communication method among workers. It has been a godsend between people who work in the same office, as well as for those doing remote work. During a busy workday, it can be difficult for employees to pick out which e-mails contain critical information which ones can wait to be opened when

When the recipient has more time to absorb the information, some e-mail users attempt to circumvent this issue by marking most (or all) of their correspondence as being urgent to get the recipient's attention and to encourage them to open it immediately.

### \* Campus Notice Board

this type of internal communication is still very popular, especially among companies that don't rely on election means to get messages to all.

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to their employees. team members know to look on the company notice board for announcements that pertain to them. these may include information about.

### \* Business memos

Memos are meant to be documents used to relay information to a distinct audience. They are useful as less formal than letters but are still written in a professional style. This form of communication in the workplace is generally used to identify a problem

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and to propose a solution for it.

### \* Texting

Texting is more immediate than sending an e-mail especially when some members of your team are working out of the office. Such as sales or technical representatives.

### \* Telephone call

If you have not thought of using the phone as an internal communication strategy, then you should in this mode ~~to~~ by in case

Ans: to the a.n. Q.3

③ Internal communication and Internal marketing:

One of the key component of internal marketing is have an effective internal communication in place. In internal marketing employees are treated as internal customers, who need to know

The company vision inside out and communicate that to the outside world. Employees are the voice of our company so it's essential to put them first

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Internal marketing communication is an important tool for small businesses. You employed and business partners interact with customers and prospects. So it is important that they communicate the same messages and product messages that you build into your external promotional campaigns. By keeping you employees and business partners aware of your marketing goals and programs throughout the year.

explain

Internal marketing communication is an important tool for small businesses. Your employees and business partners interact with customers and prospects. So it is important that they communicate the same marketing and product messages that you build into your external promotional campaigns.

The key components of internal marketing:

\* A clear strategy with specific goals.

- \* Effective Internal Communication
- \* Great onboarding experience
- \* Education on the company products and services
- \* Trust and transparent communication.
- \* A great employee experience
- \* A positive workplace culture
- \* Professional development opportunities
- \* Effective cross departmental collaboration and teamwork.

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## Role of internal communication in internal marketing

The way you communicate with your employees has a great impact on their enthusiasm about the brand and employee engagement overall. Before you get started with an internal marketing strategy, you may want to rethink your internal communication.

\* Changing top-down communication to inter-departmental.

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Internal communication in  
Inter-Departmental communication

\* Changing the strategy in  
Places based on employee  
feedback.

\* Reaching and engaging  
with all employees

\* Measuring the performance

of internal communication

5 ways internal marketing

boosts Employee Engage-

ment:

1. Internal marketing books

Alignment with company goals

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Internal marketing bridges the gap between promise makers and promise keepers employees. When employees are informed and engaged with the brand guideline and overall goals, they will also support branding on every level.

Q Internal marketing builds a connection between the people and what they sell?

A If everyone within the company is motivated to sell/market develop the product they work with business will like wise be prof-



product they work with  
business will like wise be pos-  
itively impacted. Consider  
for example telling stories  
about how your business was  
borned, and what are  
are some of the keyless.

③ Internal marketing builds

trust in the workplace &

Marketing a shared vision of

reducing oiler will ensure employ-  
ees feel trusted and more in the way

④ Internal marketing boosts employee  
Awareness

⑤ Internal marketing is a catchall

Ans to the Q. No (7)

⑧ Organizational & supportive attitude

organizational attitudes are the ways by which the person within an organization responds to their environments either positively or negatively. There are 2 types of

attitudes: (1) Internal attitudes, are one the staff or the organization,

(2) External attitudes, between the staff and the public.

A positive attitude helps employees to appreciate each other's competencies and work as a

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and work as a team for achieving common objectives instead of being overly perturbed by individual views or team members. Having a positive attitude help employees to take better decisions in an objective manner.

### Importance of Attitude in an organization :

- ① Career success.
- ② Productivity.
- ③ Leadership.
- ④ Team work.
- ⑤ Decision making.
- ⑥ Motivation.
- ⑦ Interpersonal relation.
- ⑧ Stress management.



## Corporate Reputation

Corporate reputation is a straightforward term for how a company is perceived by others but since the 1980s, attempts have been made to more formally define it, distinguishing reputation from related constructs such as corporate image, identity, brand equity and status.

### Importance of corporate reputation

Corporate reputation is based on what people think and feel about your business. This comes down to a customer's experience with

Your service, corporate reputation often involves how customers view your brand, influencing whether they choose to do business with your company.

7 elements of corporate reputation  
 These elements include leadership and management qualities, organization's ethics, shareholder value, organizational sustainability, corporate branding, the marketing mix, public relations and relationships with stakeholders.

example of reputation

She has the reputation of being a good doctor. His reputation was destroyed when he was caught stealing some money, the boy has a bad good reputation.

## Empowerment

Empowerment can be described as a process that fosters power in people for use in their own lives, their communities, and their societies, by acting on issues they define as important (Page and Czuba 1999). When we feel empowered, you feel in power. Empowerment allows you to feel confident that you possess the power necessary to create the life you want and develop the belief that you are capable of accomplishing any thing you set your mind to.

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## Benefits of Empowerment

Feeling empowered allows you to pursue your goals and dream with enthusiasm. If you feel you lack motivation or confidence, working on empowering yourself may help your self-esteem and quality of life. One study used an online psycho-educational program to help treat people with depression and measured changes in empowerment immediately following the program. Participants noted an increase in self-esteem and participants empowerment.

## Innovation

Innovation often takes place through the development of more effective products, processes, services, technology, etc. outwards on business models that innovators make available to markets, governments and society. Innovation is related to but not the same as invention. Innovation is more apt to involve the practical implementation of an invention improved ability to make a meaningful impact in a market or society, and not all innovations require



anew invention.

Technical innovation often manifests itself via the engineering process when the problem being solved is of a technical or scientific nature.

The opposite of innovation is ~~evolution~~.

### Four types innovation model

- \* Radical innovation.
- \* Incremental innovation.
- \* Architectural innovation.
- \* Modular innovation.

## Motivation

Motivation communication in any communication that has the goal of stimulating employees, engagement by asking them to get involved in whatever you are thinking about. Engagement means emotional commitment and loyalty and it also means intellectual involvement. In fact, high engagement or emotional and intellectual involvement. This engagement or involvement goals in addition to, or even

instead of the normal goal of communicating the substance of a topic. Traditionally managers have practiced topic oriented communication and not focused on the transformational power of the communication itself, the message was functional, not motivational. That is because

Ans: to the Q. No (7)

(7) Internal Communication outcome in terms of individual outcome:

In terms of individual outcomes internal communication can have several effects on employees within an organization. Here are some of the key individual outcomes associated with internal clarity and understanding:

Effective internal communication helps individual clarity and understanding of their roles, responsibilities, goals, and expectations. It ensures that employees have the necessary information to perform their jobs

effectively and more informed decisions.

### Engagement and Motivation

When employees are kept informed about organizational updates, changes, and successes, it can boost a sense of engagement and motivation. Regular communication about the company vision, values, and achievements can help individuals feel connected to the organization and its goals, leading to increased job satisfaction and motivation.

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## Trust and Transparency:

Open and transparent communication within the organization builds trust among employees. When individuals receive honest and timely information, it promotes a culture of transparency, reduces rumors and uncertainties, and enhances trust in leadership and overall organization.

## Collaboration and Teamwork:

Internal communication plays a vital role in boosting collaboration and teamwork.

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among individuals. Clear and effective communication channels enable employees to share knowledge, ideas, and feedback with their colleagues, facilitating better cooperation and collective problem solving.

### Professional Development:

Communication that provides opportunities for learning and professional growth can positively impact individuals. Sharing industry trends, best practices, training resources, and performance feedback also

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was employees to develop new skills, enhance their expertise, and advance their careers.

### Well-being and work-life balance:

Internal communication can also contribute to individual well-being and work-life balance. Policies, programs, and communication promoting work-life balance, wellness initiatives, and employee assistance programs can help individuals maintain a healthy work-life integration and support their overall well-being.

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## Recognition and Appreciation

Effective internal communication provides a platform for recognizing and appreciating individual contribution and achievements, publicly acknowledging and celebrating employee successes can boost morale, motivation, and job satisfaction, while also fostering a positive and supportive work environment. These individual outcomes collectively contribute to employee engagement and satisfaction, and overall performance within an organization.