

Q1 → what is Business communication?

Ans → communication is the basic need of all human beings. According to Peter Little, "communication is the process by which information is transmitted between individuals and/or an organisation so that one can understand response result".

Business communication is the sharing of information between people within an organization that is performed for the commercial benefit of the organization.

Business communication can also refer to internal communication that takes place within the organization. It plays an important role in the present day organisation, which are complex, dynamic and socially oriented.

Methods Business communication involves constant flow of information. It is essential for success and growth of an organization. communication gaps should not occur in any organization.

Business communication has the following main objectives:-

1. To Exchange information;

The main objective of Business communication is to exchange information with the internal communication within the organization through orders, instructions, suggestions, opinions etc.

2. To Develop Plans :->

Plan is the blueprint of future courses of actions. The Plan must be formulated for attaining organizational goals. In order to develop Plan, management requires information. In this regard, the objective of communication is to supply required information to the concerned managers.

3. To implement the Plan:-

once a Plan is prepared, it is to be implemented. implementation of a Plan requires timely communication with the concerned parties. Thus, communication aims at transmitting a Plan throughout the organization for its successful implementation.

4. To facilitate Policy Formulation:-

Policies are guidelines for Performing Organizational activities. Policies are also termed as 'standing decisions' to recurring Problems. Every organization needs to develop a set of Policies to guide its information from various sources. Therefore, the objective of communication is to collect necessary information for Policy formulation.

Importance of Business communication for manager

Business communication is important for managers in the organization because of the following reason.

- It Provide Practical information to managers
- Business message describe how to do something, explain why a procedure was changed, highlight the cause of a Problem or a possible solution, discuss the status of a Project or explain why a new piece of equipment should be purchased.